

HIGH SPEED RAIL STUDY

SURVEY DOCUMENTATION

Prepared for
CAMBRIDGE SYSTEMATICS
and the
METROPOLITAN TRANSPORTATION COMMISSION

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OVERVIEW OF SURVEY

Overview of Surveys (Air / Rail / Auto Trips)

MTC High Speed Rail Study

BACKGROUND

The California High-Speed Rail model design requires the use of several existing data sources, as well as the collection of new survey data. This report describes the new survey data collection that will be used to support the development of new intercity mode choice models.

A combination of intercept surveys and household surveys were conducted to obtain the new data needed for the study. The survey data will primarily be used to obtain revealed-preference (RP) and stated-preference (SP) mode choice data from air, rail, and auto trip passengers. These surveys were coordinated and conducted by Corey, Canapary & Galanis Research (CC&G) of San Francisco.

In total, 3,172 surveys were conducted on this project. This includes: 1,234 airline passenger intercept surveys; 431 rail passenger intercept and telephone surveys; and 1,507 auto trip telephone surveys.

AIRLINE PASSENGER INTERCEPT SURVEYS

Target quota: 650 completes.

Actual number of interviews: 1,234 completes.

Airline passenger surveys were conducted at six key airports throughout California. The surveys were conducted on the following dates:

- Sacramento Airport. Conducted August 17-18, 2005.
- San Jose Airport. Conducted August 24 – 25, 2005.
- San Francisco Airport. Conducted September 20, 21, 22, 2005.
- Fresno Airport. Conducted for October 13, 2005.
- Oakland Airport. Conducted November 1, 2005 (outside the security area).
- San Diego Airport. Conducted November 9, 2005 (outside the security area).

Surveying was conducted inside the terminals at boarding gates at the following airports: Sacramento (SMF), San Jose (SJC), San Francisco (SFO), and Fresno (FAT). Surveying was conducted outside the security areas at Oakland (OAK) and San Diego (SAN).

In the airports where surveying was done at the boarding gates, teams of surveyors were assigned to specific flights that were going to targeted destination airports in California.

Mailback envelopes with postage paid were offered to respondents who did not complete the questionnaire in time to give it back to surveyor at the airport. Most surveys completed at SMF, SJC, SFO, and FAT were collected at the airport from passengers who filled them out while waiting for their planes. Nearly all of the surveys distributed at OAK and SAN were

mailed back by respondents. This is because passenger at these two airports did not have a significant amount of time to complete the survey outside the security area.

A tally of the number of surveys distributed and the number of non-respondents was kept by each surveyor during the fieldwork. A response rate tally with this information is included in the final survey documentation.

Fieldwork Procedures

The fieldwork procedures for Sacramento (SMF), San Jose (SJC), San Francisco (SFO), and Fresno (FAT) airports (where surveying was conducted in the boarding areas) were as follows:

- Teams of interviewers arrived at the departure gates for sampled flights approximately 75 minutes prior to departure and identified themselves to airline gate agents.
- Interviewers approached air passengers in the departure lounges for the selected flights. Screening questions were asked to determine whether the passenger was on the sampled flight and whether he/she was an originating passenger destined for the flight's destination city region (as opposed to a connecting passenger).
- Eligible originating passengers were then asked to take a printed survey from the interviewer and to either complete it while they wait to board and return it to one of the surveyors, or mail it back. Postage paid envelopes were available to respondents opting to mail back the survey.
- When the flight began the pre-boarding and boarding process, interviewers stopped soliciting new people, and simply collected completed self-administered forms.
- Once the flight was fully loaded, interviewers asked gate agents for the total number of passengers that boarded, and collected any self-completion forms that had been discarded in the lounge area.

The fieldwork procedures for Oakland (OAK) and San Diego (SAN) were as follows:

- Interviewers approached air passengers outside the security gates leading to the boarding areas. Travelers were given a brief description of the survey and asked to which airport they were traveling. Eligible passengers traveling to one of the targeted airports were asked to take a printed survey from the interviewer and mail it back or return it to one of the surveyors (if possible). Postage paid envelopes were available to respondents opting to mail back the survey.
- A tally of qualifying and non-qualifying respondents was kept by each interviewer.

Data Processing/Cleaning

- In the SMF, SJC and SFO airports, surveyors precoded the questionnaires with a flight number, survey date, airline and origin airport (prior to distribution). In OAK and SAN, only the survey date and origin airport was precoded, the flight number and airline was indicated by respondents themselves.

- All data processing and coding was done by Corey, Canapary & Galanis' in-house data processing staff.
- Completed questionnaires collected at the airport were batched (and separated) by flight number. Questionnaires received by mail were assigned a code indicating they were received by mail, stamped with a "date received", and batched together for data processing.
- Each batch of questionnaire was reviewed and the following tasks were performed:
 - Partial or incomplete questionnaires were removed from each batch and were not inputted. A survey was included for inputting if 4 of 6 pages of the booklet survey had been completed and at least 1 choice exercise was completed.
 - Flight information (date/flight number/airline/origin airport/destination airport) was checked and added or edited as necessary.
 - Each questionnaire booklet was checked to ensure that it included the colored insert with the completed choice exercises. A four digit CCG ID# was written on both the questionnaire booklet and choice exercise insert.
 - The origin and destination address information (Q5 and Q6) were checked for spelling and formatting. Edits were made, as necessary. An example of a formatting edit would be when a respondent writes his/her address on the line asking for *Name/Type of Place*. In this situation the address would be moved to the correct line – *Nearest Intersection or a Street Address*.
 - In instances where the *Home Zip Code* (Q7) question was left blank, editors checked to see if the home zip code was available from the origin or destination address information. If it was available, the home zip code was typed into the *Home Zip Code* (Q7) question, as well.
 - On the question about the *Cost for Airport Parking (Q18a)*, some respondents were writing in a daily parking rate and some were indicating a total amount paid for all days parked. Attempts were made to make these responses consistent. Most respondents seemed to be writing in a total amount paid for parking, so edits were made on responses where a daily rate was written in. If a daily rate was shown, an editor would check Q9 (how many nights away from home) on the survey and make an estimation as to the total amount paid for parking on this trip. If "one week or more" was selected on Q9, the daily rate was multiplied by 7; if "four to six" days was selected, the daily rate was multiplied by 5; if "two to three" days was selected the editor alternated between multiplying the daily rate by 2 and multiplying it by 3; if "none" or "one" day was indicated, the editor did not edit the rate.
 - On the *Total Trips of this Type (Q32e)* question, corrections were made if this number did not add up the number of trips by air/car/rail/bus listed above it.
- Coding was done on any "other (specify)" open-ended responses upon the completion of data entry. The Field Guide and Code Sheet document includes all codes for each question. This would include responses listed on the questionnaire and response codes that were added based on the "other (specify)" responses.

RAIL PASSENGER INTERCEPT AND TELEPHONE SURVEYS

Target Quota: 400 completes (onboard + telephone)

Actual number of interviews: 431 completes (249 onboard interviews + 182 telephone retrieval interviews).

The rail passenger survey was conducted using two methodologies: 1) as an onboard self-administered survey similar to the air passenger survey, and 2) as a telephone survey conducted among qualified users of existing rail services.

Onboard surveys were conducted on two commuter rail systems on the following dates:

- Altamont Commuter Express (ACE) Trains. Conducted October 11, 2005.
- Metrolink Trains. Conducted November 10, 2005.

Telephone surveys were conducted using a rider database from Amtrak that included riders from the following services:

- Capitol Corridor.
- Pacific Surfliner.
- San Joaquins.

Onboard Surveys

Surveying was conducted onboard Altamont Commuter Express (ACE) and Metrolink trains.

Teams of surveyors were assigned to specific routes that were traveling across targeted regions served by these system. For example, on the Metrolink trains, routes that traveled between the San Diego and Los Angeles region were targeted.

Mailback envelopes with postage paid were offered to respondents who did not complete the questionnaire in time to give it back to surveyor on the train.

A tally of the number of surveys distributed and the number of non-respondents was kept by each surveyor during the fieldwork. A response rate tally with this information is included in the final survey documentation.

Fieldwork Procedures (Onboard Surveys)

The following fieldwork procedures were followed the rail onboard surveys:

- A team of interviewers boarded sampled trains and identified themselves to the train conductors.
- Interviewers approached rail passengers and distributed questionnaires to riders who were making qualified intercity trips. An intercity trip was defined as a trip between regional areas specified for this project. For example, a trip between the Los Angeles and San Diego regions.
- The respondent was then asked to take a printed survey from the interviewer and to either complete it while they wait to board and return it to one of the surveyors, or

mail it back. Postage paid envelopes were available to respondents opting to mail back the survey.

- Interviewers continually walked through the train and collected questionnaires from riders as they completed the survey.
- At the completion of the train's route, interviewers asked the train conductor for the total number of passengers that boarded and then collected any self-completion forms that had been discarded.

Fieldwork Procedures (Telephone Surveys)

For the most part, the rail passenger telephone survey was conducted using the same methodology as the auto trip telephone survey. Please see the auto trip telephone survey section for details and procedures.

The two key differences were: 1) respondents were asked about a qualified rail trip taken over the past six months (rather than auto trips), and 2) an Amtrak database of riders was used as the sample for the rail passenger telephone survey.

Data Processing/Cleaning (Onboard Surveys)

- Surveyors precoded the rail questionnaires with a survey date and train number prior to distribution.
- All data processing and coding was done by Corey, Canapary & Galanis' in-house data processing staff.
- Completed questionnaires collected onboard the trains were batched (and separated) by train number. Questionnaires received by mail were assigned a code indicating they were received by mail, stamped with a "date received", and batched together for data processing.
- Each batch of questionnaire was reviewed and the following tasks were performed:
 - Partial or incomplete questionnaires were removed from each batch and were not inputted. A survey was included for inputting if 4 of 6 pages of the booklet survey had been completed and at least 1 choice exercise was completed.
 - The train number was checked and added or edited as necessary.
 - Each questionnaire booklet was checked to ensure that it included the colored insert with the completed choice exercises. A four digit CCG ID# was written on both the questionnaire booklet and choice exercise insert.
 - The origin and destination address information (Q5 and Q6) were checked for spelling and formatting. Edits were made, as necessary. An example of a formatting edit would be when a respondent writes his/her address on the line asking for *Name/Type of Place*. In this situation the address would be moved to the correct line – *Nearest Intersection or a Street Address*.
 - In instances where the *Home Zip Code* (Q7) question was left blank, editors checked to see if the home zip code was available from the origin or

destination address information. If it was available, the home zip code was typed into the *Home Zip Code* (Q7) question, as well.

- On the question about the *Train Fare Paid for this Trip* (Q11), attempts were made to make these responses consistent. The question asks for the amount paid for “this trip” but many respondents would write in the total amount they paid for a 10-trip booklet of tickets (\$105), for example. Protocols were established to edit this fare question (Q11) based on respondents answers on the next question about the *Type of Ticket Traveling On* (Q12). For example, if the respondent was traveling on a 10-trip ticket, and he/she wrote in \$105 as the amount paid, the response to Q11 (fare paid) was edited and inputted as \$10.50. A similar protocol was followed for respondents indicating they were traveling on a 20-trip ticket, so that the fare paid in Q11 reflected the fare paid for a single trip. One key exception to this protocol was when respondents indicated they were traveling on a Monthly Pass. In these situations, the fare paid in Q11 was not edited into a single trip amount. Instead, those indicating they used a monthly pass show the total dollar amount they paid for that monthly pass in Q11.
- On the *Total Trips of this Type* (Q32e) question, corrections were made if this number did not add up the number of trips by air/car/rail/bus listed above it.
- Coding was done on any “other (specify)” open-ended responses upon the completion of data entry. The Field Guide and Code Sheet document includes all codes for each question. This would include responses listed on the questionnaire and response codes that were added based on the “other (specify)” responses.

Data Processing/Cleaning Procedures (Telephone Surveys)

For the most part, data processing and cleaning for the rail passenger telephone survey was done in the same manner as the auto trip telephone survey. Please see the auto trip telephone survey section for details and procedures.

AUTO TRIP TELEPHONE SURVEY

Target Quota: 1,450 retrieval surveys.

Actual number of interviews: 1,508 completed retrieval surveys.

To capture the mode choice decisions of intercity travelers who have chosen to use autos, a Random Digit Dial (RDD) sample of household surveys was conducted among residents of the study area. A stratified sampling approach was utilized. This entailed dividing the state into the relevant regions, and setting a targeted number of completes for households within each region.

The survey target regions included:

- San Diego;
- Los Angeles;
- Bakersfield;
- Tulare County/Visalia;
- Fresno;
- Merced;
- San Francisco Bay Area;
- Modesto/Stockton; and
- Sacramento.

The final target quotas for the retrieval surveys were:

- a minimum of 120 responses* from 9 regions = 1,080 plus;
- 120 additional responses from some combination of the six smaller areas (Bakersfield, Tulare/Visalia, Fresno, Merced, Modesto/Stockton, Sacramento), plus
- 250 additional responses from some combination of the three larger areas (San Diego, Los Angeles, SF Bay).

*Minimum of 120 not required in Tulare/Visalia region. Instead, try for higher number in SF Bay or LA region.

The actual number of retrieval surveys conducted was:

- Total number of completed retrieval surveys: 1,507.
- Retrievals by origin region: San Diego (158), Los Angeles (243), Bakersfield (144), Tulare/Visalia (98), Fresno (149), Merced (155), SF Bay (283), Modesto/Stockton (144), and Sacramento (133).

Fieldwork Procedures

The auto trip telephone survey entailed performing an initial survey and then a follow-up survey that was keyed to trip information provided in the first survey.

The 3-step approach involved a telephone recruit survey using a random digit dial (RDD) sample, a mailout of the choice exercise packet to qualified respondents, and a follow-up retrieval survey.

In the initial recruit survey, households in each of the nine target regions were contacted. Potential respondents were then screened to determine whether household members had made any auto trips to the other regions in the past six months. If the respondent reported one or more intercity auto trips, then one of their most recent trips was selected as the subject trip for the retrieval survey.

For those that qualified for the retrieval survey and agreed to participate, a choice exercise packet was mailed to them, and a date and time was established to call them back to collect their mail survey responses. Interviews and survey instruments were provided in both English and Spanish.

The field dates of interviewing for the recruit and retrieval telephone surveys were August – November, 2005.

Data Processing/Cleaning

- Interviewing on the recruit and retrieval telephone surveys was done using a CATI (Ci3) interviewing programs. Questionnaire skips were programmed into the CATI program.
- All telephone interviewing, processing of mailout surveys, and coding was done by Corey, Canapary & Galanis' in-house staff.
- As fieldwork was being conducted, supervisors reviewed and edited origin and destination address information for spelling and formatting. Edits and corrections were made, as necessary. An example of a formatting edit would be when an interviewer types in "S.F." in the city field. In this situation the city would be changed from "S.F." to "San Francisco".
- A situation that occurred on the retrieval survey is that some respondents were traveling to more than one destination on their auto trip. For example, a respondent may be driving from Sacramento to Los Angeles where he/she was staying for 4 days. After those 4 days, the respondent may be driving from Los Angeles to Las Vegas and then back to Sacramento. Since it was important to establish consistency with the choice exercises being asked among all respondents, a protocol was established to address respondents who were making these types of multi-city trip. Specifically, respondents were asked to identify the primary destination city where they traveled. Once this destination was established, the respondent was asked to assume that he/she was making a simple roundtrip between home and this destination for purposes of the retrieval survey (and choice exercises). In the example above, the respondent would be asked to assume he/she was making a roundtrip between Sacramento and Los Angeles. Those respondents who took multi-city trips are identified in the data file in Q7a (*Was this city your final destination*). This multi-city trip situation occurred in about 8% of the completed interviews that were conducted.
- Coding was done on any "other (specify)" open-ended responses upon the completion of telephone interviewing. The Field Guide and Code Sheet document includes all codes for each question. This would include responses listed on the questionnaire and response codes that were added based on the "other (specify)" responses.

AIR PASSENGER SURVEY

Final Intercept questionnaire

Example of insert with choice exercises

Field guide and code sheet

Response rate disposition for Air intercept survey

Interviewer specifications

TRAVEL OPINIONS THROUGHOUT CALIFORNIA

A SURVEY OF AIR PASSENGER'S PREFERENCES

INTRODUCTION

Dear Air Traveler:

August / September 2005

Thank you for participating in this survey. It is sponsored by the State of California and administered by the Metropolitan Transportation Commission (MTC). The information you provide will help us identify how to expand and improve travel options throughout California. By planning for future travel options, we may be able to decrease congestion on our roadways.

Please complete the questionnaire by checking the boxes or writing in the answers. Your responses will be treated in confidence. The information you provide will be statistically analyzed with the responses of others and none of the results will be identified with you. When finished, please hand the completed survey back to the survey coordinator. If time does not permit your completing the survey before you have to board your airplane, please complete it at your earliest possible convenience and mail it back to us in the postage paid envelope.

Thank you for your assistance on this project – your input is very important!

Important: The choice exercise portion of the survey (colored insert) should be completed when you reach question 20 on page 7 of this booklet.

FLIGHT INFORMATION

	Origin: (airport you are at now)	Destination: (airport you are going to)
_____	<input type="checkbox"/> San Francisco (SFO)	<input type="checkbox"/> San Francisco (SFO)
[date]	<input type="checkbox"/> Sacramento (SMF)	<input type="checkbox"/> Burbank (BUR)
_____	<input type="checkbox"/> Fresno (FAT)	<input type="checkbox"/> Fresno (FAT)
[flight number]	<input type="checkbox"/> Oakland (OAK)	<input type="checkbox"/> Long Beach (LGB)
_____	<input type="checkbox"/> Los Angeles (LAX)	<input type="checkbox"/> Los Angeles (LAX)
[airline]	<input type="checkbox"/> San Jose (SJC)	<input type="checkbox"/> Modesto (MOD)
		<input type="checkbox"/> Ontario (ONT)
		<input type="checkbox"/> John Wayne (SNA)
		<input type="checkbox"/> Sacramento (SMF)
		<input type="checkbox"/> San Diego (SAN)
		<input type="checkbox"/> Oakland (OAK)
		<input type="checkbox"/> San Jose (SJC)
		<input type="checkbox"/> Bakersfield (BFL)

CONNECTING FLIGHTS

1. Are you starting your air travel today here or are you connecting from another flight?
☐ Starting Here *(please continue with survey)*
☐ Connecting from another flight *(Thank you, that is all the information we need. Please return questionnaire to survey coordinator)*
2. Is the end of this flight your final air destination today or will you be connecting to another flight?
☐ Final air destination *(Please continue with interview)*
☐ Connecting to another flight *(Thank you, that is all the information we need. Please return questionnaire to survey coordinator)*

DETAILS OF TODAY'S TRIP

3. What is the purpose of today's trip? (check primary reason only)

Business ☐

Personal or family matters..... ☐

Work Commute..... ☐


Go to or from school..... ☐

Vacation / Pleasure / Recreation ☐

Other (specify): _____

Visit Friends or Relatives ☐

4. How many people, including yourself, are traveling in your party today?

_____ 
(write in #)

(If two or more traveling today)

4a. About how many people in your party are filling out this survey?

(write in #)

Origin and Destination Information

5. Where did you begin your current trip to the airport today, that is, where did you come from?

(Do not include any short stops or transfer points you made on the way to the airport)

Please provide all the information you can:

Name/Type of Place (e.g. home, work,
Marriott Hotel, etc.)

Nearest Intersection or a Street Address

City, State

Five Digit Zip Code

6. Where are you going?

(Do not include any short stops or transfer points you might make on the way from your destination airport to your final destination. If you are staying over in your destination city prior to catching another flight, please give us the location of the place at which you are staying).

Please provide all the information you can:

Name/Type of Place (e.g. home, work,
Marriot Hotel, etc.)

Nearest Intersection or a Street Address

City, State

Five Digit Zip Code

Home Zip Code (fill out if home zip not listed above)

7. What is your five digit home zip?

DETAILS OF TODAY'S TRIP (continued)

8. Was there a vehicle available that you could have used for this trip in place of flying?

No ☐

Yes, could have driven ☐

Yes, but very difficult / not convenient to drive ☐

9. On this trip how many nights, if any, will you or have you been away from home?

None ☐

One ☐

Two - Three ☐

Four - Six ☐

One week or more ☐

10. Did you check-in your luggage or carry it on with you?

Check Luggage In ☐

Carried Luggage On ☐

Both ☐

No Luggage ☐

11. What is the approximate airfare you paid for this trip? \$ _____ [fare]

▼

Please check any that apply:

Used frequent flier miles..... ☐

Used employee discount..... ☐

Airfare part of a package/tour.. ☐

12. Was that fare one-way or for a round trip?

One-way fare..... ☐

Round trip fare ☐

Other (specify): _____

13. Will you be reimbursed (business, etc.) for the cost of the ticket or not?

Yes, reimbursed ☐

No, not reimbursed ☐

Don't Know / Prefer not to say... ☐

14. Are you traveling first class, business class, economy/coach or just what?

First Class ☐

Business Class ☐

Economy/Coach ☐

Other (specify): _____

HIGH SPEED RAIL (HSR) CONCEPT

Part of this research is to assess the demand for high speed trains between various locations throughout California. A concept description and map of the service follows:

A high speed rail (HSR) system is being planned for intercity travel between California's major metropolitan centers as shown in the map. Trains would depart most stations one or more times per hour, and would operate at speeds that would provide a competitive travel time with air and auto. For example, the projected express travel time by HSR between Los Angeles and San Francisco would be about 2 hours, 35 minutes; between Los Angeles and Sacramento it would be about 2 hours, 10 minutes, and between Los Angeles and San Diego it would be just over one hour. Potential HSR station sites along with major nearby landmarks and connecting local transit services are shown in the table on the next page.

California's HSR would be similar in concept and features to the European and Japanese high speed rail systems which have been operating safely and reliably in other countries for many years.



Key attributes of High Speed Rail (HSR) would include:

- HSR stations and trains would be monitored by security personnel and cameras, but there would be no airport-style security barrier.
- HSR passengers would be free to move around the train at all times.
- HSR would have wider seats and more legroom than coach seating on airplanes, and all seats would have electrical outlets for laptop computers or other devices.
- HSR passengers would be able to use cell phones, laptop computers, and other carry-on items at all times.
- HSR would operate on exclusive tracks that are separated from freight trains and automobiles.
- HSR would have reserved seating, with advance and same-day reservations available.
- HSR offers a smooth ride and large windows. It would provide very reliable service that would not be impacted by bad weather.

Potential High-Speed Train Station Locations Information on Landmarks Near Stations and Connecting Services

		Connecting Services				
		Conventional Rail	Commuter Rail	Light Rail / Rapid Transit	Local Bus	
Potential Station Locations	Landmarks Near Potential HSR Stations					
San Francisco Bay Area						
San Francisco	Downtown; Transbay Terminal		✓	✓	✓	
Millbrae (SFO)	San Francisco International Airport		✓	✓	✓	
Palo Alto/Redwood City	Stanford University; Caltrain Station		✓		✓	
San Jose	Downtown; Diridon Station; Compaq Center	✓	✓	✓	✓	
Gilroy	Downtown; Caltrain Station; U.S. 101 and SR-152		✓		✓	
Oakland	Downtown			✓	✓	
Oakland Airport	Oakland International Airport; Coliseum BART station	✓		✓	✓	
Fremont/Union City	Union City BART station			✓	✓	
Pleasanton	ACE station; Alameda County Fairgrounds		✓		✓	
Central Valley						
Sacramento	Downtown; State Capitol; Amtrak Station; Old Sacramento	✓	✓	✓	✓	
Stockton	Downtown; ACE Station	✓			✓	
Tracy	ACE Station	✓	✓			
Modesto	Amtrak Station	✓			✓	
Merced	Downtown OR Castle Air Force Base; UC Merced Campus				✓	
Fresno	Downtown; Highways 99 & 180				✓	
Bakersfield	Downtown; Truxton Amtrak Station; Convention Center	✓			✓	
Southern California						
Palmdale	Metrolink Station; Palmdale Airport		✓		✓	
Sylmar	Metrolink Station; I-5 & I-405 interchange		✓		✓	
Burbank	Downtown; Metrolink Station; San Fernando Valley		✓		✓	
Los Angeles	Downtown; Union Station	✓	✓	✓	✓	
Norwalk	Gateway Cities; Metrolink Station		✓		✓	
Anaheim	Disneyland; Anaheim Transportation Center; Edison Field	✓	✓		✓	
Irvine	Irvine Transportation Center; I-5 & I-405 interchange	✓	✓		✓	
East San Gabriel Valley	City of Industry; Metrolink Station; SR-60 & SR-57.		✓		✓	
Ontario	Ontario Airport				✓	
Riverside	U.C. Riverside; SR-60 & I-215 interchange				✓	
Temecula Valley	Murrieta; I-15 & I-215 interchange				✓	
Escondido	I-15 & SR-78 interchange				✓	
University City	La Jolla; Miramar Marine Corps Air Station		✓		✓	
San Diego	Downtown; Amtrak/Surfliner Station	✓	✓	✓	✓	
Note: Parking at these stations would be available at market rate (similar to airport parking rates).						

HOW TRAVELED TO AIRPORT TODAY

15. How did you get to the airport today and, after your airplane lands, how will you get to your destination?

	Got to airport	Will get to destination
Drive and park	<input type="checkbox"/>	<input type="checkbox"/>
Got dropped off/get picked up	<input type="checkbox"/>	<input type="checkbox"/>
Taxi/Shuttle.....	<input type="checkbox"/>	<input type="checkbox"/>
Bus/Light Rail/Train.....	<input type="checkbox"/>	<input type="checkbox"/>
Rental Car	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify).....	_____	_____
Don't Know.....	<input type="checkbox"/>	<input type="checkbox"/>

16. About how long did it take you to get to the airport today, and, after your airplane lands, about how long do you think it will take you to get to your destination?

	Time to get to airport	Time to get to destination
Less than 15 minutes	<input type="checkbox"/>	<input type="checkbox"/>
15 minutes to ½ hour.....	<input type="checkbox"/>	<input type="checkbox"/>
½ - 1 hour	<input type="checkbox"/>	<input type="checkbox"/>
1 - 1 ½ hours.....	<input type="checkbox"/>	<input type="checkbox"/>
1 ½ - 2 hours.....	<input type="checkbox"/>	<input type="checkbox"/>
Over 2 hours (specify)	_____	_____
Don't Know.....		<input type="checkbox"/>

17. About how much did it cost to get to the airport today, and, after your plane lands about how much will it cost for you to get to your destination? (Please estimate costs including fares, gas, etc., but not including parking or rental car costs)

	Cost to get to airport	Cost to get to destination
Costs (not including parking).....	\$_____	\$_____

18. Did you park at the airport, either at this airport or at your destination?

Yes ☐ **→**

No ☐

**Cost for airport
parking**
\$_____

19. About how long before your scheduled flight time did you to get to the airport today?

Less than ½ hour	<input type="checkbox"/>
½ - 1 hour	<input type="checkbox"/>
1 - 1 ½ hours.....	<input type="checkbox"/>
1 ½ - 2 hours.....	<input type="checkbox"/>
Over 2 hours (specify)	_____
Don't Know.....	<input type="checkbox"/>

CHOICE EXERCISES

Now we have some hypothetical travel “choice exercises” that you may find interesting. These questions are included in the **colored insert**. The insert includes questions about different options that might be available to you in the future for taking trips like the one you are on today.

Section 1 of this insert asks questions regarding High Speed Rail options you might choose.

Section 2 includes different options that might be available to you in the future for taking trips like the one you are on today. For each exercise we would like you to select one of the transportation modes in light of the information provided. Please do one exercise at a time, and record your preferred method of travel (mode) on this colored insert itself. There are four separate choice exercises in total. When finished, please complete the rest of this questionnaire.

PLEASE COMPLETE QUESTIONS 20 – 31 ON THE COLORED INSERT NOW.

TRIP FREQUENCY IN THE PAST SIX MONTHS

32. In the past six months, how many times have you made a trip similar to the one you are taking today (same purpose, same origin/ destination areas) using air, car, rail or bus?

Number of trips by...	
AIR:	_____ <i>(include today's trip)</i>
CAR:	_____
RAIL:	_____
BUS:	_____
Total trips of this type:	_____

(Write in the number of times or zero if you have not made a trip in the past six months, for each specified mode above. It is assumed that each “trip” made was a roundtrip using the same mode - air, car, rail or bus - both ways. If you used a different mode in each direction on any of these trips, please note this above.)

CLASSIFICATION INFORMATION

These questions are for classification purposes only and will be kept strictly confidential. If there is a particular question you would rather not answer just leave it blank.

ABOUT YOURSELF

a. Gender:

- ☐ Male
☐ Female

b. Age:

- ☐ Under 18 years
☐ 18 - 24 years
☐ 25 - 34 years
☐ 35 - 44 years
☐ 45 - 54 years
☐ 55 - 64 years
☐ 65 - 74 years
☐ 75 & Older

c. Current Job Status:

- ☐ Employed Full-Time
☐ Employed Part-Time
☐ Unemployed
☐ Retired
☐ Student
☐ Homemaker
☐ Other (specify): _____

d. Highest level of education attained:

- ☐ Some High School or less (grades 1st - 11th)
☐ High School Graduate or Equivalent
☐ Some College or Technical School
☐ College Graduate
☐ Graduate or Professional Degree

e. Approximate total annual household income before taxes for the year 2004:

- ☐ Under \$5,000
☐ \$5,000 - \$25,000
☐ \$25,001 - \$50,000
☐ \$50,001 - \$75,000
☐ \$75,001 - \$100,000
☐ \$100,001 - \$150,000
☐ \$150,001 and over

ABOUT YOUR HOUSEHOLD

f. Including yourself, how many people currently live in your household, how many work outside the home (either on a full-time or part-time basis) and how many household members are under the age of 18?

	TOTAL IN HOUSEHOLD	WORK OUTSIDE THE HOME [^]	UNDER 18 YEARS OLD
1 Person	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 People	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 People	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 People	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 People	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 or more People	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
0 People		<input type="checkbox"/>	<input type="checkbox"/>

[^]Note: Do not include work from home in this category

g. How many registered motor vehicles (including cars, light trucks, or vans) are available to members of your household?

- ☐ 0 Vehicles ☐ 2 Vehicles ☐ 4 or more Vehicles
☐ 1 Vehicle ☐ 3 Vehicles

May we contact you if we need clarification on some of the questions? (Please be assured that this information will be treated in the strictest of confidence)

- ☐ Yes (please provide contact info below)
☐ No

Contact Information

First Name: _____ Phone #: (____) _____ - _____

E-Mail: _____

If you completed this survey at the airport, kindly give it back to the survey coordinator. Otherwise, please mail it back in the postage paid envelope provided. Please do not give it to the airline attendants. If you have any questions, please call Corey, Canapary & Galanis Research at 1-800-877-1201.

Thank you very much for participating in this study

SECTION 1: SAME TRIP BY HIGH SPEED RAIL

For the following questions, assume that you were to use High Speed Rail for **a trip like the one you are on today**. Additional information on High Speed Rail stations is included on pages 4 and 5 of the survey booklet.

WHAT IF YOU WERE TO MAKE THIS SAME TRIP BY HIGH SPEED RAIL?

20. Which High Speed Rail station do you think you would use to start your trip?

- | | |
|---|---|
| Downtown San Francisco <input type="checkbox"/> | Pleasanton <input type="checkbox"/> |
| Millbrae (SFO) <input type="checkbox"/> | Sacramento <input type="checkbox"/> |
| Palo Alto/Redwood City <input type="checkbox"/> | Stockton <input type="checkbox"/> |
| Downtown San Jose <input type="checkbox"/> | Tracy <input type="checkbox"/> |
| Gilroy <input type="checkbox"/> | Modesto <input type="checkbox"/> |
| Downtown Oakland <input type="checkbox"/> | Merced <input type="checkbox"/> |
| Oakland Airport <input type="checkbox"/> | Fresno <input type="checkbox"/> |
| Fremont/Union City <input type="checkbox"/> | |

21. How do you think you would get to that station?

- | | |
|--|--------------------------------------|
| Drive and park <input type="checkbox"/> | Bus <input type="checkbox"/> |
| Rental Car <input type="checkbox"/> | Train <input type="checkbox"/> |
| Get dropped off/picked up <input type="checkbox"/> | Walk <input type="checkbox"/> |
| Taxi/shuttle <input type="checkbox"/> | Other _____ |

22. About how long do you think it would take you to get to the station?

_____ minutes
I have no idea ☐

23. And about how much do you think it would cost to get to the station? (Please estimate costs including fares, gas, etc., but not including parking or rental car costs)

\$ _____
I have no idea ☐

24. At which station do you think you would get off the train?

- | | |
|---|--|
| LA (Union Station) <input type="checkbox"/> | Anaheim <input type="checkbox"/> |
| Downtown Burbank <input type="checkbox"/> | Irvine <input type="checkbox"/> |
| Ontario Airport <input type="checkbox"/> | E. San Gabriel Vly... <input type="checkbox"/> |
| Riverside <input type="checkbox"/> | Escondido <input type="checkbox"/> |
| Temecula Valley <input type="checkbox"/> | University City <input type="checkbox"/> |
| Palmdale/Lancaster <input type="checkbox"/> | San Diego <input type="checkbox"/> |
| Sylmar/S. Fernando Vly <input type="checkbox"/> | Bakersfield <input type="checkbox"/> |
| Norwalk <input type="checkbox"/> | |

25. How do you think you would get from that station to your destination?

- | | |
|--|--------------------------------------|
| Drive and park <input type="checkbox"/> | Bus <input type="checkbox"/> |
| Rental Car <input type="checkbox"/> | Train <input type="checkbox"/> |
| Get dropped off/picked up <input type="checkbox"/> | Walk <input type="checkbox"/> |
| Taxi/shuttle <input type="checkbox"/> | Other _____ |

26. About how long do you think it would take you to get from the station to your destination?

_____ minutes
I have no idea ☐

27. And about how much do you think it would cost to get from the station to your destination? (Please estimate costs including fares, gas, etc., but not including parking or rental car costs)?

\$ _____
I have no idea ☐

SECTION 2: HOW WOULD YOU TRAVEL?

In this section, we would like you to evaluate different potential transportation services that might be available in the near future for California travelers. These transportation services are based on both current and planned services.

To evaluate the transportation services, please consider your airplane trip today **from SFO to another location in California**. In the exercises that follow, we will ask you to choose among several different transportation options for completing your trip. Keep in mind that these are hypothetical scenarios. **Note that the services described in the exercises may have slightly different features than the services now being offered.**

Please record your selections by marking the appropriate box at the bottom of each exercise. These transportation options include:

- Travel by air
- Travel by High Speed Rail (HSR)
- Travel in a private auto, either by driving alone or carpooling with others.

The following pages contain a series of four choice exercises, each one offering a choice among three different ways you could make your trip from the Bay Area to your specific destination in California.

- For each exercise, please assume that the only available travel options are the three that are shown. Please compare the options, and then select the way that you would most likely travel if those were your available choices.
- Please assume that the High Speed Rail option shown in the exercises is operating and available to you, even though it does not currently exist.
- We would like you to make a selection even though travel times and fuel costs for the car mode may vary in the future due to traffic congestion and changes in fuel price per gallon. Air fares may also vary from current prices.
- Please answer the questions as realistically as possible, with the specific needs of your current trip from SFO in mind.
- Please do not choose the travel by car option if you do not have an auto available to you for making such a trip.

Choice Exercise A

28. Your choices are...

TRAVEL BY CAR ▼	TRAVEL BY AIR ▼	TRAVEL BY HIGH SPEED RAIL ▼
	Travel to and from the airports is the same as you described earlier in the survey (questions 15 - 19) You should arrive at the airport at least 1 hour before your flight.	Travel to and from the stations is the same as you described earlier in the survey (questions 20 - 27) You should arrive at the station at least 10 min. before your train
You travel whenever you would like	There is a flight every 1 hour	There is a train every 1 hour
The typical travel time in the car is 6 hrs 30 min (not including stops for rest, food, etc.)	The scheduled travel time in the plane is 1 hr 20 min	The scheduled travel time in the train is 2 hrs 40 min
50% chance of arriving within 15 min. of the typical time	80% of flights arrive within 15 min. of schedule	85% of trains arrive within 5 min. of schedule
The roundtrip fuel cost is \$70	The roundtrip fare is \$320	The roundtrip fare is \$140
Travel by Car <input type="checkbox"/>	Travel by Air <input type="checkbox"/>	Travel by High Speed Rail <input type="checkbox"/>

Choice Exercise B

29. Your choices are...

TRAVEL BY CAR ▼	TRAVEL BY AIR ▼	TRAVEL BY HIGH SPEED RAIL ▼
	Travel to and from the airports is the same as you described earlier in the survey (questions 15 - 19) You should arrive at the airport at least 1 hour before your flight.	Travel to and from the stations is the same as you described earlier in the survey (questions 20 - 27) You should arrive at the station at least 10 min. before your train
You travel whenever you would like	There is a flight every 1 hour	There is a train every 1 hour
The typical travel time in the car is 6 hrs 30 min (not including stops for rest, food, etc.)	The scheduled travel time in the plane is 1 hr 10 min	The scheduled travel time in the train is 2 hrs 20 min
75% chance of arriving within 15 min. of the typical time	80% of flights arrive within 15 min. of schedule	90% of trains arrive within 5 min. of schedule
The roundtrip fuel cost is \$75	The roundtrip fare is \$280	The roundtrip fare is \$160
Travel by Car <input type="checkbox"/>	Travel by Air <input type="checkbox"/>	Travel by High Speed Rail <input type="checkbox"/>

Choice Exercise C

30. Your choices are...

TRAVEL BY CAR ▼	TRAVEL BY AIR ▼	TRAVEL BY HIGH SPEED RAIL ▼
	Travel to and from the airports is the same as you described earlier in the survey (questions 15 - 19) You should arrive at the airport at least 1 hour before your flight.	Travel to and from the stations is the same as you described earlier in the survey (questions 20 - 27) You should arrive at the station at least 10 min. before your train
You travel whenever you would like	There is a flight every 1 hour	There is a train every half hour
The typical travel time in the car is 6 hours (not including stops for rest, food, etc.)	The scheduled travel time in the plane is 1 hr 40 min	The scheduled travel time in the train is 2 hours
75% chance of arriving within 15 min. of the typical time	90% of flights arrive within 15 min. of schedule	95% of trains arrive within 5 min. of schedule
The roundtrip fuel cost is \$75	The roundtrip fare is \$230	The roundtrip fare is \$180
Travel by Car <input type="checkbox"/>	Travel by Air <input type="checkbox"/>	Travel by High Speed Rail <input type="checkbox"/>

Choice Exercise D

31. Your choices are...

TRAVEL BY CAR ▼	TRAVEL BY AIR ▼	TRAVEL BY HIGH SPEED RAIL ▼
	Travel to and from the airports is the same as you described earlier in the survey (questions 15 - 19) You should arrive at the airport at least 1 hour before your flight.	Travel to and from the stations is the same as you described earlier in the survey (questions 20 - 27) You should arrive at the station at least 10 min. before your train
You travel whenever you would like	There is a flight every half hour	There is a train every half hour
The typical travel time in the car is 5 hrs 30 min (not including stops for rest, food, etc.)	The scheduled travel time in the plane is 1 hour	The scheduled travel time in the train is 2 hours
50% chance of arriving within 15 min. of the typical time	50% of flights arrive within 15 min. of schedule	85% of trains arrive within 5 min. of schedule
The roundtrip fuel cost is \$60	The roundtrip fare is \$140	The roundtrip fare is \$80
<i>Travel by Car</i> <input type="checkbox"/>	<i>Travel by Air</i> <input type="checkbox"/>	<i>Travel by High Speed Rail</i> <input type="checkbox"/>

**PLEASE GO BACK TO THE SURVEY BOOKLET AND
COMPLETE THE LAST TWO PAGES (PAGES 7 – 8)**

Field Guide and Code Sheet

Airport and Rail Self-Administered Questionnaires

MTC High Speed Rail Survey

Field Guide

Respnum	Inputting Program ID#
CCGID	CCG ID #:
Packet	Packet ID #:
Oair	Origin Airport: ^
Dair	Destination Airport Code: ^
Airline	Airline Code: ^
RtrNum	Train #: ^^
Rsys	Rail System: ^^
ROSta	Train Station Boarded: ^^
RDSta	Train Station Exited: ^^
Rdate	Date ^^
Q1	Starting air travel here: ^
Q2	End of flight is final destination: ^
Q3	Trip purpose
Q4	# of people in party
Q4a	# of people filling out survey
Q5a	Origin: Place name
Q5b	Origin: Exact street address
Q5c	Origin: Intersection
Q5d	Origin: City
Q5e	Origin: State
Q5f	Origin: Zip
Q6a	Destination: Place name
Q6b	Destination: Exact street address
Q6c	Destination: Intersection
Q6d	Destination: City
Q6e	Destination: State
Q6f	Destination: Zip
Q7	Home zip code
Q8	Vehicle available
Q9	# of nights
Q10	Checked luggage ^
RQ10	Had luggage ^^
Q11	Train fare/airfare
Q11a-1 / Q11a-2 / Q11a-3 / Q11a-4	Usage of frequent flyer miles, discounts, etc.
Q12	One way or round trip ticket ^
RQ12	Type of ticket? ^^
Q13	Reimbursed for the cost of the ticket
Q14	Traveling first class... ^
Q15a	Mode to station/airport
Q15b	Mode from station/airport to destination
Q16a	Time to get to train/airport
Q16b	Time to get from train station
Q17a	Cost to get to station/airport
Q17b	Cost to get from station/airport
Q18	Parked
Q18a	Cost for parking
Q19	Time arrived before scheduled departure

^ question/field included on airport survey only

^^ question/field included on rail survey only

Questions below RQ20air thru RQ27aAir included on Metrolink Rail survey only (Airport access and egress information for this trip)

RQ20air	Airport would you use to start trip^^ (Metrolink Only)
RQ21air	Mode to airport^^ (Metrolink Only)
RQ22air	Time to get to airport^^ (Metrolink Only)
RQ22aAir	Time - Don't know box checked^^ (Metrolink Only)
RQ23air	Cost to get to airport^^ (Metrolink Only)
RQ23aAir	Cost - Don't know box checked ^^ (Metrolink Only)
RQ24air	Airport would fly into ^^ (Metrolink Only)
RQ25air	Mode to destination^^ (Metrolink Only)
RQ26air	Time to destination ^^ (Metrolink Only)
RQ26aAir	Don't know box checked ^^ (Metrolink Only)
RQ27air	Cost to get from airport ^^ (Metrolink Only)
RQ27aAir	Don't know box checked^^ (Metrolink Only)

Q20	High Speed Rail station would use to start your trip
Q21	Mode to HSR station
Q22	Time to get to HSR station
Q22a	Time - Don't know box checked
Q23	Cost to get to HSR station
Q23a	Cost - Don't know box checked
Q24	HSR station where would get off train
Q25	Mode from HSR station
Q26	Time to destination
Q26a	Time – Don't know box checked
Q27	Cost to get from station
Q27a	Cost – Don't know box checked
AIRCODE	Choice exercise region origin-destination^
VERSION	Choice exercise version number
Q28	Choice exercise A
Q29	Choice exercise B
Q30	Choice exercise C
Q31	Choice exercise D
Q32a	Number of trips by Air
Q32b	Number of trips by Car
Q32c	Number of trips by Rail
Q32d	Number of trips by Bus
Q32e	Total number of trips
Gender	Gender
Age	Age
JobStat	Job status
Educ	Educattion
Income	Income range
HHNUM	Total number of persons in household
WORKNUM	Number of persons in household who work outside the home
CHLDNUM	Number of persons under 18 in household
CARNUM	Number of registered cars in household
Contact	OK to contact
Email	Email address
Mail	Survey received by mail
MailDte	Date mailed in survey received
Type	Type of questionnaire: Air or Rail

^ question/field included on airport survey only

^^ question/field included on rail survey only

Code Sheet

- There were 2 versions of questionnaire: an airport version and a rail version. For the most part, the basic questions on both versions were the same. Questions or data fields that were different are flagged (using: ^ for air; and ^^ for rail). The field *Type* included a flag which indicates whether the record is an airport version or a rail version. Additionally, the *Respnum* for the Rail questionnaires are numbered 7001 and over.
- This code sheet includes a summary of the question wording, refer to the actual questionnaire for complete question wording.
- A survey was considered complete, and inputted, if at least 4 (of 6) pages of survey booklet was filled out and at least 2 (of 4) choice exercises was completed.
- 0 = blank unless otherwise specified.
- Multiple response questions included in this data file: Q11a-1, Q11a-2, Q11a-3, Q11a-4. These multiple response questions will have an “out” code used by the inputting program. It will be the last code for each of these questions (i.e. for Q.11a-1 it is code 4). This “out” code should be ignored for any crosstab or analysis purposes

Q:Respnum

Inputting Program ID#

Q:CCGID

CCG ID #:

Q:Packet

Packet ID #:

Q:Oair

Origin Airport:^

- | | |
|---|---------------------|
| 1 | San Francisco (SFO) |
| 2 | Oakland (OAK) |
| 3 | Sacramento (SMF) |
| 4 | San Jose (SJC) |
| 5 | Fresno (FAT) |
| 6 | Los Angeles (LAX) |
| 7 | Other |
| 8 | San Diego (SAN) |

Q:Dair

Destination Airport Code:^

- | | |
|----|---------------------|
| 1 | San Francisco (SFO) |
| 2 | Oakland (OAK) |
| 3 | Sacramento (SMF) |
| 4 | San Jose (SJC) |
| 5 | Fresno (FAT) |
| 6 | Los Angeles (LAX) |
| 7 | Bakersfield (BFL) |
| 8 | Burbank (BUR) |
| 9 | Modesto (MOD) |
| 10 | Ontario (ONT) |
| 11 | John Wayne (SNA) |
| 12 | Long Beach (LGB) |
| 13 | San Diego (SAN) |
| 14 | Other |
| 0 | Blank/Don't Know |

Q:Airline

Airline Code: ^

- 1 Southwest
- 2 United
- 3 American
- 4 US Air
- 5 Jet Blue
- 6 Delta
- 7 Asiana
- 8 Alaska
- 9 Other (specify)
- 0 Blank/Don't Know

Q:RtrNum

Train #: ^^

Q:RSys

Rail System: ^^

- 1 ACE
- 2 Metrolink
- 3 Other

Q:ROSta

Train Station Boarded: ^^

- 0 BLANK
- 1 Stockton (ACE)
- 2 Lathrop / Manteca (ACE)
- 3 Tracy (ACE)
- 4 Great America (ACE)
- 5 San Jose (ACE)
- 6 Oceanside (Metrolink)
- 7 San Clemente (Metrolink)
- 8 San Juan Capistrano (Metrolink)
- 9 Laguna Niguel/Mission Viejo (Metrolink)
- 10 Irvine (Metrolink)
- 11 Tustin (Metrolink)
- 12 Other (specify)
- 13 Santa Ana (Metrolink)
- 14 Orange (Metrolink)
- 15 Anaheim (Metrolink)
- 16 Fullerton (Metrolink)
- 17 Norwalk/Santa Fe Springs (Metrolink)
- 18 Commerce (Metrolink)
- 19 LA Union Station (Metrolink)

Q:RDSta

Train Station Exited: ^^

- 0 BLANK
- 1 Stockton (ACE)
- 2 Lathrop / Manteca (ACE)
- 3 Tracy (ACE)
- 4 Great America (ACE)
- 5 San Jose (ACE)
- 6 Oceanside (Metrolink)
- 7 San Clemente (Metrolink)
- 8 San Juan Capistrano (Metrolink)
- 9 Laguna Niguel/Mission Viejo (Metrolink)
- 10 Irvine (Metrolink)
- 11 Tustin (Metrolink)

^ question/field included on airport survey only

^^ question/field included on rail survey only

- 12 Other (specify)
- 13 Santa Ana (Metrolink)
- 14 Orange (Metrolink)
- 15 Anaheim (Metrolink)
- 16 Fullerton (Metrolink)
- 17 Norwalk/Santa Fe Springs (Metrolink)
- 18 Commerce (Metrolink)
- 19 LA Union Station (Metrolink)

Q:RDate

Date:^^

(INPUTTER: Use 12-31-05 to indicate blank.)

Q:Q1

1. Starting air travel here: ^

- 1 Starting Here
- 2 Connecting
- 0 Blank

Q:Q2

2. Is the end of this flight your final destination: ^

- 1 Final air destination
- 2 Connecting
- 0 Blank

Q:Q3

3. What is the purpose of today's trip?

- 1 Business
- 2 Work commute
- 3 Vacation/Pleasure/Recreation
- 4 Visit Friends or Relatives
- 5 Personal or family matters
- 6 Go to or from school
- 7 Other (specify)
- 0 Blank

Q:Q4

4. How many people in party:

(Inputter: Use '0' to indicate blank.)

Q:Q4a

4a. How many people filling out survey:

(Inputter: Use '0' to indicate blank.)

Q:Q5

Where did you begin your current trip, where did you COME FROM?

Q5a Place Name:

Q5b Exact Street Address:

Q5c (or) Intersection:

Q5d City:

Q5e State:

Q5f Zip:

Q:Q6

Where are you GOING?

Q6a Place Name:

Q6b Exact Street Address:

Q6c (or) Intersection:

Q6d City:

^ question/field included on airport survey only

^^ question/field included on rail survey only

Q6e State:

Q6f Zip:

Q:Q7

7. Home zip code:

Q:Q8

8. Vehicle available:

- 1 No
- 2 Yes, could have driven
- 3 Yes, but very difficult / not convenient to drive
- 0 Blank

Q:Q9

9. How many nights...

- 1 None
- 2 One
- 3 Two - Three
- 4 Four - Six
- 5 One week or more
- 0 Blank

Q:Q10

10. Did you check luggage...^

- 1 Check luggage in
- 2 Carried luggage on
- 3 Both
- 4 No luggage
- 0 Blank

Q:RQ10

10. Do you have any luggage with you today^^

- 1 NO
- 2 YES
- 0 Blank

Q:Q11

11. What is approximate train fare/airfare paid for this trip?

\$

(INPUTTER: Round this amount to the nearest whole dollar. Example: If \$150.25 is written in, round it to \$150. IF BLANK: Use the number "9999" to indicate blank.)

Q:Q11a-1 / Q11a-2 / Q11a-3 / Q11a-4

11a. Check any that apply:

- 1 Used frequent flyer miles (This code Not Applicable for Rail surveys)
- 2 Used employee discount/pass
- 3 Train fare part of a package/tour
- 4 No other next question (or no boxes checked)

Q:Q12

12. One way or round trip?^

- 1 One way fare
- 2 Round trip fare
- 3 Other (specify)
- 4 Three way/multi-city/multiple stops
- 0 Blank

^ question/field included on airport survey only

^^ question/field included on rail survey only

Q:RQ12

12. Type of ticket?^^

- 1 One way
- 2 Round trip
- 3 10-trip (Metrolink only)
- 4 20-trip (ACE Train only)
- 5 Monthly pass
- 6 Multi-Line
- 7 Other (specify)
- 0 Blank

(NOTE: Train fare in Q11 was edited if necessary based on this "type of ticket" question. If One Way is selected, a one-way fare is included in Q11; if round-trip / 10-trip / 20-trip is selected, a round-trip fare is included in Q11; if Monthly Pass is selected, the cost for the entire monthly pass is included in Q11; if multi-line is selected, the amount the respondent wrote in was not edited.)

Q:Q13

13. Will you be reimbursed for the cost of the ticket...

- 1 Yes, reimbursed
- 2 No, not reimbursed
- 3 Don't know / prefer not to say
- 0 Blank

Q:Q14

14. Are you traveling first class...^

- 1 First Class
- 2 Business Class
- 3 Economy / Coach
- 4 Other
- 0 Blank

Q:RQ14

14. Where purchase ticket...^^

- 1 At the station
- 2 Online
- 3 By mail
- 4 Through an off-site vendor/outlet
- 5 Other
- 6 At work/office
- 0 Blank

Q:Q15a

15a. How GOT TO TRAIN/AIRPORT

- 1 Drive and park
- 2 Got dropped off / get picked up
- 3 Taxi / Shuttle
- 4 Light Rail / Train
- 5 Rental Car
- 6 Other (specify)
- 7 Don't know
- 8 BUS TRANSIT
- 9 WALKED (ALL THE WAY)
- 0 Blank

Q:Q15b

15b. How WILL GET TO DESTINATION

- 1 Drive and park
- 2 Got dropped off / get picked up
- 3 Taxi / Shuttle
- 4 Light Rail / Train

^ question/field included on airport survey only

^^ question/field included on rail survey only

- 5 Rental Car
- 6 Other (specify)
- 7 Don't know
- 8 BUS TRANSIT
- 9 WALKED (ALL THE WAY)
- 0 Blank

Q:Q16a

16a. Time to GET TO TRAIN STATION/AIRPORT...

- 1 Less than 15 minutes
- 2 15 minutes to 1/2 hour
- 3 1/2 hour to 1 hour
- 4 1 hour - 1 1/2 hours
- 5 1 1/2 hour - 2 hours
- 6 Over 2 hours (specify) _____
- 7 Don't know
- 8 2 – 4 hours
- 9 Over 4 hours
- 0 Blank

Q:Q16b

16b. Time to GET TO DESTINATION...

- 1 Less than 15 minutes
- 2 15 minutes to 1/2 hour
- 3 1/2 hour to 1 hour
- 4 1 hour - 1 1/2 hours
- 5 1 1/2 hour - 2 hours
- 6 Over 2 hours (specify) _____
- 7 Don't know
- 8 2 – 4 hours
- 9 Over 4 hours
- 0 Blank

Q:Q17a

17a. Cost to GET TO STATION/AIRPORT

\$

(INPUTTER: Use decimals in the amount above (do not round to whole numbers)

IF BLANK: Use the number "9999.99" to indicate blank.)

Q:Q17b

17b. Cost to GET TO DESTINATION...

\$

(INPUTTER: Use decimals in the amount above (do not round to whole numbers)

IF BLANK: Use the number "9999.99" to indicate blank.)

Q:Q18

18. Did you park...

- 1 Yes
- 2 No
- 0 Blank

Q:Q18a

18a. Cost for parking

\$

(INPUTTER: Use decimals in the amount above (do not round to whole numbers)

IF BLANK: Use the number "999.99" to indicate blank.)

Q:Q19

19. How long before your departure time/scheduled flight time did you arrive...

- 1 Less than 1/2 hour
- 2 1/2 - 1 hour
- 3 1 - 1 1/2 hour
- 4 1 1/2 - 2 hours
- 5 Over 2 hours (specify)
- 6 Don't Know
- 7 2 – 4 hours
- 8 Over 4 hours
- 0 Blank

Q:RQ20air

20. Which AIRPORT would you use to start your trip?^^ (Metrolink Only)

- 1 San Francisco (SFO)
- 2 Oakland (OAK)
- 3 Sacramento (SMF)
- 4 San Jose (SJC)
- 5 Fresno (FAT)
- 6 Los Angeles (LAX)
- 7 Bakersfield (BFL)
- 8 Burbank (BUR)
- 9 Modesto (MOD)
- 10 Ontario (ONT)
- 11 John Wayne (SNA)
- 12 Long Beach (LGB)
- 13 San Diego (SAN)
- 14 Other (specify)
- 15 Carlsbad/Palomar Airport
- 0 Blank

Q:RQ21air

21. How GET TO AIRPORT...^^ (Metrolink Only)

- 1 Drive and park
- 2 Rental car
- 3 Get dropped off
- 4 Taxi/shuttle
- 5 Bus
- 6 Train
- 7 Walk
- 8 Other (specify)
- 0 Blank

Q:RQ22air

22 (21a). How long to GET TO AIRPORT... ^^ (Metrolink Only)
minutes

(INPUTTER: Use "999" to indicate blank.)

Q:RQ22aAir

22a. Box checked... ^^ (Metrolink Only)

- 1 Box CHECKED for "I have no idea"
- 2 Box NOT Checked for "I have no idea"

Q:RQ23air

23 (21b). How much cost to GET TO AIRPORT...^^ (Metrolink Only)

\$

(INPUTTER: Use decimals in the amount above (do not round to whole numbers)

IF BLANK: Use "9999.99" to indicate blank.)

Q:RQ23aAir

23a. Box Checked ^^ (Metrolink Only)

- 1 Box CHECKED for "I have no idea"
- 2 Box NOT Checked for "I have no idea"

Q:RQ24air

24 (23). Which Airport do you think you would fly into? ^^ (Metrolink Only)

- 1 San Francisco (SFO)
- 2 Oakland (OAK)
- 3 Sacramento (SMF)
- 4 San Jose (SJC)
- 5 Fresno (FAT)
- 6 Los Angeles (LAX)
- 7 Bakersfield (BFL)
- 8 Burbank (BUR)
- 9 Modesto (MOD)
- 10 Ontario (ONT)
- 11 John Wayne (SNA)
- 12 Long Beach (LGB)
- 13 San Diego (SAN)
- 14 Other (specify)
- 0 Blank

Q:RQ25air

25 (23). How GET TO DESTINATION... ^^ (Metrolink Only)

- 1 Drive and park
- 2 Rental car
- 3 Get picked up
- 4 Taxi/shuttle
- 5 Bus
- 6 Train
- 7 Walk
- 8 Other (specify)
- 0 Blank

Q:RQ26air

26 (23a). How long to GET TO DESTINATION... ^^ (Metrolink Only)

minutes

(IF BLANK: Use "999" to indicate blank.)

Q:RQ26aAir

26a. Box checked ^^ (Metrolink Only)

- 1 Box CHECKED for "I have no idea"
- 2 Box NOT Checked for "I have no idea"

Q:RQ27air

27 (23b). How much cost to GET FROM AIRPORT... ^^ (Metrolink Only)

\$

(INPUTTER: Use decimals in the amount above (do not round to whole numbers)

IF BLANK: Use "9999.99" to indicate blank.)

Q:RQ27aAir

27a. Box Checked^^ (Metrolink Only)

- 1 Box CHECKED for "I have no idea"
- 2 Box NOT Checked for "I have no idea"

Q:Q20

20 (24). Which High Speed Rail station would you use to start your trip?

- | | | | |
|----|------------------------|----|-----------------------------|
| 1 | Downtown San Francisco | 17 | Palmdale |
| 2 | Millbrae (SFO) | 18 | Sylmar |
| 3 | Palo Alto/Redwood City | 19 | Burbank |
| 4 | San Jose | 20 | Los Angeles (Union Station) |
| 5 | Gilroy | 21 | Norwalk |
| 6 | Oakland | 22 | Anaheim |
| 7 | Oakland Airport | 23 | Irvine |
| 8 | Fremont/Union City | 24 | East San Gabriel Vly |
| 9 | Pleasanton | 25 | Ontario |
| 10 | Sacramento | 26 | Riverside |
| 11 | Stockton | 27 | Temecula Valley |
| 12 | Tracy | 28 | Escondido |
| 13 | Modesto | 29 | University City |
| 14 | Merced | 30 | San Diego |
| 15 | Fresno | 31 | Visalia |
| 16 | Bakersfield | 32 | Other (specify) |
| | | 0 | BLANK |

Q:Q21

21 (25). How GET TO STATION...

- 1 Drive and park
- 2 Rental car
- 3 Get dropped off
- 4 Taxi/shuttle
- 5 Bus
- 6 Train
- 7 Walk
- 8 Other (specify)
- 9 Bicycle
- 0 Blank

Q:Q22

22 (25a). How long to GET TO STATION...

minutes

(IF BLANK: Use "999" to indicate blank.)

Q:Q22a

22a. Box Checked

- 1 Box CHECKED for "I have no idea"
- 2 Box NOT Checked for "I have no idea"

Q:Q23

23 (25b). How much cost to GET TO STATION...

\$

(INPUTTER: Use decimals in the amount above (do not round to whole numbers)

IF BLANK: Use "9999.99" to indicate blank.)

Q:Q23a

23a. Box Checked:

- 1 Box CHECKED for "I have no idea"
- 2 Box NOT Checked for "I have no idea"

^ question/field included on airport survey only

^^ question/field included on rail survey only

Q:Q24

24 (26). Which High Speed Rail station would you get off the train?

- | | | | |
|----|------------------------|----|-----------------------------|
| 1 | Downtown San Francisco | 17 | Palmdale |
| 2 | Millbrae (SFO) | 18 | Sylmar |
| 3 | Palo Alto/Redwood City | 19 | Burbank |
| 4 | San Jose | 20 | Los Angeles (Union Station) |
| 5 | Gilroy | 21 | Norwalk |
| 6 | Oakland | 22 | Anaheim |
| 7 | Oakland Airport | 23 | Irvine |
| 8 | Fremont/Union City | 24 | East San Gabriel Vly |
| 9 | Pleasanton | 25 | Ontario |
| 10 | Sacramento | 26 | Riverside |
| 11 | Stockton | 27 | Temecula Valley |
| 12 | Tracy | 28 | Escondido |
| 13 | Modesto | 29 | University City |
| 14 | Merced | 30 | San Diego |
| 15 | Fresno | 31 | Visalia |
| 16 | Bakersfield | 32 | Other (specify) |
| | | 0 | BLANK |

Q:Q25

25 (27). How GET TO DESTINATION...

- 1 Drive and park
- 2 Rental car
- 3 Get dropped off
- 4 Taxi/shuttle
- 5 Bus
- 6 Train
- 7 Walk
- 8 Other (specify)
- 0 Blank

Q:Q26

26 (27a). How long to GET TO STATION...

minutes

(INPUTTER: Use "999" to indicate blank.)

Q:Q26a

26a. Box Checked

- 1 Box CHECKED for "I have no idea"
- 2 Box NOT Checked for "I have no idea"

Q:Q27

27 (27b). How much cost to GET FROM STATION...

\$

(INPUTTER: Use decimals in the amount above (do not round to whole numbers)

IF BLANK: Use "9999.99" to indicate blank.)

Q:Q27a

27a. Box Checked

- 1 Box CHECKED for "I have no idea"
- 2 Box NOT Checked for "I have no idea"

Q:AIRCODE

Choice Exercise Region Origin-Destination^

- 1 SAC-LA
- 2 SAC-SAN
- 3 SJC-LA
- 4 SJC-SAN
- 5 SF-SD
- 6 SF-LA
- 7 FR-LA
- 8 FR-SF
- 9 SD-LA
- 10 SD-SF

Q:VERSION

Choice Exercise Version Number:

Q:Q28

CHOICE EXERCISE A

28. Your choices are...

- 1 Travel by Car
- 2 Travel by Air
- 3 Travel by High Speed Rail
- 4 Travel by Conventional Rail
- 0 Blank

Q:Q29

CHOICE EXERCISE B

29. Your choices are...

- 1 Travel by Car
- 2 Travel by Air
- 3 Travel by High Speed Rail
- 4 Travel by Conventional Rail
- 0 Blank

Q:Q30

CHOICE EXERCISE C

30. Your choices are...

- 1 Travel by Car
- 2 Travel by Air
- 3 Travel by High Speed Rail
- 4 Travel by Conventional Rail
- 0 Blank

Q:Q31

CHOICE EXERCISE D

31. Your choices are...

- 1 Travel by Car
- 2 Travel by Air
- 3 Travel by High Speed Rail
- 4 Travel by Conventional Rail
- 0 Blank

^ question/field included on airport survey only

^^ question/field included on rail survey only

Q:Q32

32. How many times made a trip similar to one taking today...

Number of trips by...

Q32a. Air:

Q32b. Car:

Q32c. Rail:

Q32d. Bus:

Q32e. Total trips:

Q:Gender

Gender:

- 1 Male
- 2 Female
- 0 Blank

Q:Age

Age:

- 1 Under 18
- 2 18 - 24
- 3 25 - 34
- 4 35 - 44
- 5 45 - 54
- 6 55 - 64
- 7 65 - 74
- 8 75 & older
- 0 Blank

Q:JobStat

c. Job Status

- 1 Employed full time
- 2 Employed part time
- 3 Unemployed
- 4 Retired
- 5 Student
- 6 Homemaker
- 7 Other (specify)
- 8 *Self-Employed*
- 0 Blank

Q:Educ

d. Education

- 1 Some high school or less
- 2 High School graduate or equivalent
- 3 Some College or Technical school
- 4 College Graduate
- 5 Graduate or Professional Degree
- 0 Blank

Q:Income

e. Income

- 1 Under \$5,000
- 2 \$5,000 - \$25,000
- 3 \$25,001 - \$50,000
- 4 \$50,001 - \$75,000
- 5 \$75,001 - \$100,000
- 6 \$100,001 - \$150,000
- 7 \$150,001 and over
- 0 Blank

^ question/field included on airport survey only

^^ question/field included on rail survey only

Q:HHNUM

TOTAL IN HOUSEHOLD:

- | | |
|---|------------------|
| 1 | 1 Person |
| 2 | 2 People |
| 3 | 3 People |
| 4 | 4 People |
| 5 | 5 People |
| 6 | 6 or more People |
| 0 | Blank |

Q:WORKNUM

WORK OUTSIDE THE HOME:

- | | |
|---|------------------|
| 1 | 1 Person |
| 2 | 2 People |
| 3 | 3 People |
| 4 | 4 People |
| 5 | 5 People |
| 6 | 6 or more People |
| 7 | 0 People |
| 0 | Blank |

Q:CHLDNUM

UNDER 18 YEARS OLD:

- | | |
|---|------------------|
| 1 | 1 Person |
| 2 | 2 People |
| 3 | 3 People |
| 4 | 4 People |
| 5 | 5 People |
| 6 | 6 or more People |
| 7 | 0 People |
| 0 | Blank |

Q:CARNUM

g. # of Motor Vehicles:

- | | |
|---|--------------------|
| 5 | 0 Vehicles |
| 1 | 1 Vehicle |
| 2 | 2 Vehicles |
| 3 | 3 Vehicles |
| 4 | 4 or more Vehicles |
| 0 | Blank |

Q:Contact

May we contact you...

- | | |
|---|-------|
| 1 | Yes |
| 2 | No |
| 0 | Blank |

Q:

Contact Information

- | | |
|------------|-------------------|
| Q: fname: | First Name: |
| Q: lname: | Last Name |
| Q: phone#: | Telephone Number: |
| Q: email | Email: |

^ question/field included on airport survey only

^^ question/field included on rail survey only

Q:Mail

Survey received by MAIL?

0 or blank NO, collected on train
1 YES, received by MAIL

Q:MailDte

Mail Back Surveys Date Received Stamp (For Mail Backs)

1 "Prior to 09-29-05" (specific date not known)
2 August 18 - 31
3 Sept 1 - 15
4 Sept 16 - 30
5 Oct 1 - 15
6 Oct 16 - 31
7 Nov 1 - 15
8 Nov 16 - 30
9 Other (specify)

(INPUTTER: Please code the date stamp for this survey. This date should be written in red on the bottom right of the last page of the survey.)

Q:type

Type of questionnaire

0 or blank air passenger survey
3 rail passenger survey

MTC HSR

Response Rate Disposition for AIR Intercept Study

ORIGIN AIRPORT

	FAT	SFO	SJC	SMF	OAK	SAN	TOTALS
Refusals	9	237	124	145	206	57	778
Discontinued/Not qualified	164	944	218	166	658	131	2281
Mailbacks Distributed	23	193	187	110	532	44	1089
Incompletes/Partials	8	142	38	67			255
Employees	1	74	42	2			119
Language Barrier	1	130	13	15			159
Other Flight	134	522	291	29			976
Other	9	92	72	121	21	40	355
TOTAL NON-RESPONSE	<u>349</u>	<u>2334</u>	<u>985</u>	<u>655</u>	<u>1417</u>	<u>272</u>	<u>6012</u>

Mailbacks Collected	6	32	43	32	104	0	217
Completes Collected	29	371	246	368	0	3	1017
TOTAL COMPLETES	<u>35</u>	<u>403</u>	<u>289</u>	<u>400</u>	<u>104</u>	<u>3</u>	<u>1234</u>
TOTAL APPROACHED <i>(Total Non-Response + Total Completes)</i>	384	2737	1274	1055	1521	275	7246

Response Rate							
TOTAL APPROACHED	384	2737	1274	1055	1521	275	7246
less:							
Discontinued/Not qualified	(164)	(944)	(218)	(166)	(658)	(131)	(2281)
Employees	(1)	(74)	(42)	(2)	(0)	(0)	(119)
Other Flight	(134)	(522)	(291)	(29)	(0)	(0)	(976)
POTENTIAL RESPONDENTS	85	1197	723	858	863	144	3870
TOTAL COMPLETES	35	403	289	400	104	3	1234
Response Rate*	41.2%	33.7%	40.0%	46.6%	12.1%	2.1%	31.9%

**Total completes divided by potential respondents*

Estimate of Passengers on sampled flights <i>(rough estimate based on gate agent info.)</i>	286	3371	1368	1924	NA	NA	6949
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Corey, Canapary & Galanis

Research and Counsel in Marketing

447 Sutter Street . Penthouse North . San Francisco, CA 94108 . (415) 397-1200

AIR PASSENGER INTERCEPT STUDY – SAN FRANCISCO AIRPORT (SFO)

BRIEF INTERVIEWER INSTRUCTIONS

Interviewer: _____

Job Number: CCG 91914

Materials you will need on this study:

- This copy of Brief Interviewer Instructions.
- Survey Packet for **SAQ handback/mailback interviews** (white booklet questionnaire/pink insert)
- Postage Paid Mailback Envelopes
- Short intercept questionnaire (1/2 page/both sides/white) for **mailout/telephone callback**
- Badge
- Letter of authorization signed by Jane Sullivan (SFO) and background information memo from Ron West (Cambridge Systematics)
- Pencils for respondents completing self-administered questionnaires
- Clipboard

Background

This research is being conducted at numerous airports throughout California. It is sponsored by the State of California, the Metropolitan Transportation Commission (MTC) and the Southern California Association of Governments (SCAG). The information collected will help transportation planners to expand and improve travel options throughout California. One of the options under study is described below:

Currently a state of the art high-speed train system is planned for California. The proposed system will stretch from San Francisco, Oakland and Sacramento in the north -- with service to the Central Valley -- to Los Angeles and San Diego in the south. With bullet trains operating at speeds up to 220 mph, the express travel time from downtown San Francisco to Los Angeles averages about three hours. Intercity travelers (trips between metropolitan regions) along with longer-distance commuters would enjoy the benefits of a system designed to connect with existing rail, air and highway systems.

The Assignment

On this project you will be:

➤ **Intercept for SAQ handback/mailback**

1) Asking passengers if they would complete a self-administered-questionnaire (either while waiting at the airport or later on to mail back to us).

-----or-----

➤ **Intercept for mailout/ telephone callback**

2) Doing a very short screening interview with passengers and then asking if we can mail them a questionnaire and then telephone them back to pick up their responses over the telephone.

General Procedures

- Teams of interviewers will arrive at the departure gates for sampled flights over an hour prior to the flight's scheduled departure and identify themselves to airline gate agents.
- Interviewers will approach air passengers in the departure lounges for the selected flights and ask a few qualifying questions.

EXAMPLE:

"Hello, we are doing a survey today. Are you traveling on this flight today from San Francisco to _____?"

1. Are you starting your air travel today here or are you connecting from another flight?
 - ☐ Starting Here (*please continue with interview*)
 - ☐ Connecting from another flight (*thank you, that is all the info we need*)
2. Is the end of this flight your final air destination today or will you be connecting to another flight?
 - ☐ Final air destination (*please continue with interview*)
 - ☐ Connecting to another flight (*thank you, that is all the info we need*)

Note: you may provide additional information like that in the lead-in to both survey instruments as appropriate.

Intercept for SAQ handback/mailback (white booklet with pink insert)

> The passenger will then be asked to take a printed survey from the interviewer and to either:

- 1) complete it while waiting to board (and return it to one of the surveyors)
-----or-----
- 2) take it with them and, mail the completed form back to us in the postage paid envelope. In this case, please get their phone numbers or e-mail address so we can contact respondents if they do not respond or if we need clarification later on. Record this information on the back of your tally sheet.

Note: In some cases, respondents may start filling out the survey but not have time to complete it before boarding starts. In this case they may take the questionnaire with them, finish it later and then mail it back. Make sure these respondents are given postage paid envelopes before they board the flight..

Intercept for mailout/ telephone callback (1/2 page white card)

> The intercept interview is set up to be interviewer administered or self-administered. If you (the interviewer) ask the questions yourself please write your initials on the top of the completed interview.

- At the end of the short intercept interview, respondents will be asked for their cooperation in completing a survey that will be mailed to them. They will be asked for mail and telephone contact information which is to be recorded on the short intercept interview form itself.
- In some cases, it is permissible to ask passengers to fill out the short questionnaire themselves.

- When the flight begins the pre-boarding and boarding process, interviews will stop approaching new people and be available to collect completed interviews. Here it may be necessary to give return envelopes to respondents who have not yet completed their questionnaires.
- Once the flight is fully loaded, the supervisor or lead interviewer will ask gate agents for the total number of passengers that boarded, and then collect discarded survey forms from the lounge area.
- Respondents that have not returned a questionnaire in person or by mail may be contacted by phone to provide the questionnaire information.

Flight Information

As you conduct interviews or hand out the survey instruments to be self administered, kindly fill out the flight information: on the front page:

- date
- flight number
- airline
- Origin
- Destination

Tally Sheet

Each interviewer should use one tally sheet per flight

Flight Master Control Sheet

This is to be used by the supervisor or lead interviewer and attached to the envelope or package containing the completed interviews.

Authorization

Corey, Canapary & Galanis (CC&G) is working with Cambridge Systematics, Inc. on this project for the Metropolitan Transportation Commission (MTC), the High Speed Rail Authority and other governmental agencies. Your authorization letter is signed by Jane Sullivan from SFO. Additional information is contained in a memorandum from Ronald West of Cambridge Systematics, Inc. Key phone numbers are as follows:

Jane Sullivan, Manager of Marketing and Communications, SFO	650-821-5123
Ronald West, Cambridge Systematics, Inc.	510-873-8700

Additional officials from the SFO License and Permit Bureau who are familiar with the study are:

Larry Horn, Manager	650-821-5205
John Ondo	650-821-5201

Where appropriate you are at liberty to give respondents CC&G's 800 number, or main line.	800-877-1201 415-397-1200
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FLIGHT ASSIGNMENTS, RESPONDENT SELECTION PROCEDURES, TALLY SHEET AND THE SURVEY INSTRUMENTS WILL BE REVIEWED WITH YOU DURING THE TRAINING SESSION.

RAIL PASSENGER SURVEY

Final questionnaires

- Phone survey
- Intercept survey self-administered questionnaire

Example of insert with choice exercises for self-administered questionnaire

Example of mailout with choice exercises for phone survey

Field guide and code sheet

- Phone survey
- Self-administered questionnaire

Response rate disposition for Rail intercept survey

Response rate disposition for Rail telephone retrieval survey

TRAVEL OPINIONS THROUGHOUT CALIFORNIA A SURVEY OF TRAIN PASSENGER'S PREFERENCES

RAIL TRIPS - Telephone Recruit Household Survey Final Questionnaire – October 26, 2005

INTRODUCTION

INTERVIEWER: _____

DATE: _____

0. Record telephone exchange: _____

1. Hello, my name is _____, and I'm calling from Corey Research. In cooperation with the Metropolitan Transportation Commission (MTC) and the California High Speed Rail Authority, we are conducting a survey [today/tonight] with users of Amtrak or other train systems throughout the state. This is not a sales call. [INTERVIEWER NOTE: This recruit survey will take about 5 minutes. The callback survey will take about 10 minutes]

In the past six months, have you made a trip on a train system (such as Amtrak or Capitol Corridor) from your home to another location within California?

Yes.....	1	(continue)
No	2	(ask if any other household member has made this type of trip, otherwise thank/discontinue)

Note: If asked, you may inform respondent that it is our understanding that he/she had recently completed an onboard survey while traveling on Amtrak. We are contacting rail users (like themselves) on this survey because we are very interested in getting their opinions toward a High Speed Rail system in California.

2. And could you please tell me the county in which you live?

(Interviewer note: Code in correct county below, computer will assign area/region. If respondent does not live within a targeted county/area, thank respondent and discontinue interview).

Southern California Targeted Regions

- a. San Diego (county: 1 - San Diego)
- b. Los Angeles (counties: 2 - Los Angeles, 3 - San Bernardino, 4 - Orange, 5 - Riverside, 6 - Ventura)
- c. Bakersfield (county: 7 - Kern)

Northern California Targeted Regions

- d. Tulare County/Visalia (counties: 8 - Tulare, 9 - King)
- e. Fresno (counties: 10 - Fresno, 11 - Madera)
- f. Merced (county: 12 - Merced)
- g. San Francisco Bay (counties: 13 - Sonoma, 14 - Napa, 15 - Solano, 16 - Marin, 17 - Contra Costa, 18 - Alameda, 19 - San Francisco, 20 - San Mateo, 21 - Santa Clara)
- h. Modesto/Stockton (county: 22 - San Joaquin, 23 - Stanislaus)
- i. Sacramento (county: 24 - Sacramento, 25 - Yolo, 26 - Sutter, 27 - Yuba, 28 - Placer, 29 - El Dorado)

(Q3 deleted)

4. Have you made any train trips outside the _____(answer in Q2) area to another region in (Northern California/Southern California)* in the past 6 months?

Yes 1 [Q.7]

No/DK 2 [Q.5]

5. In the past six months, has any other adult in your household traveled by train from your home to another area in California outside the _____(answer in Q2)?

Yes 1 (Q.5)

No/DK 2 **Thank/Discontinue**

6. May I please speak with the adult from your household that made the trip/s.

Refusal 1 **Thank/Discontinue**

Transferring to correct respondent 2 **[Repeat intro and attempt to recruit respondent]**

Correct respondent not available 3 **[Arrange to callback qualified respondent]**

7. Can you please tell me (the city) where you went on your most recent train trip within California? Please give me your FINAL DESTINATION on this trip.

City: _____

(Interviewer: Type in City and code in one of the regions listed below. If unsure about region, probe respondent or refer to map)

	Northern California Residents		Southern California Residents	
	-7a- Made train trip to S. Calif.	-7b- Made train trip to within N. Calif	-7a- Made auto trip to N. Calif.	-7b- Made train trip within S. Calif.
San Diego	<input type="checkbox"/>			<input type="checkbox"/>
Los Angeles	<input type="checkbox"/>			<input type="checkbox"/>
Bakersfield	<input type="checkbox"/>			<input type="checkbox"/>
Tulare County/Visalia		<input type="checkbox"/>	<input type="checkbox"/>	
Fresno		<input type="checkbox"/>	<input type="checkbox"/>	
Merced		<input type="checkbox"/>	<input type="checkbox"/>	
San Francisco Bay		<input type="checkbox"/>	<input type="checkbox"/>	
Modesto/Stockton.....		<input type="checkbox"/>	<input type="checkbox"/>	
Sacramento		<input type="checkbox"/>	<input type="checkbox"/>	
None of the above *.....	*	*	*	*

***Thank/Discontinue if no train trip made to final destination in one of the listed regions.**

Note: Certain regions of California may not be included in this survey (e.g. the Eureka area in Northern California). If one of these regions is mentioned, probe for another recent auto trip to one of the targeted regions.

INVITATION

8. In cooperation with the Metropolitan Transportation Commission (MTC) and the California High Speed Rail Authority, we (Corey Research) are conducting a study to more fully understand the travel patterns and travel choices of people like yourself who take trips by rail throughout California. The information you provide will help us identify how to expand and improve travel options throughout the state. If you agree to participate, we will mail a survey packet for you to review. We will arrange a time to call you back and ask more questions that will take about ten minutes of your time. The study is being conducted for research purposes and no attempt will be made to sell you anything. Your responses will be strictly confidential.

Would you be willing to participate?

Yes	1	[Q.9]
No/DK	2	Thank/Discontinue

9. Would you spell your name and give me your home or mailing address (so I can mail you the survey packet)?

NAME: _____

STREET ADDRESS: _____

CITY: _____ 5 DIGIT ZIP CODE: _____

TELEPHONE NUMBER: (____) - ____ - _____

10. Is this address your home location?

Yes	1	[Q.11]
No/DK	2	[Q.10b]

10a/b/c. May I ask for an intersection near your home (cross streets) or your home address please.

a. STREET ADDRESS OR INTERSECTION:

b. CITY: _____ c. 5 DIGIT ZIP CODE: _____

INTERVIEWER NOTE: If respondent reluctant to give home address, try for City and zip code at a minimum.

11. Within a week or so, we will be sending you the survey booklet in a large envelope with a red box that says "California High Speed Rail Survey". We would like to call you in about a week to collect your responses. What is the best time to reach you?

Record a preferred time: _____ **[Q.12]**

TRIP INFORMATION

12. Before we send you the survey materials, we would like to know a little more about your last rail trip from your home to _____ (*response to Q7*). May I ask the approximate dates of that last trip?

Record date of trip: _____ [Q.13]

13. Can you tell me the location of your destination in _____. Do you recall the street intersection or address where you went? (*Interviewer: get as much information as possible. At minimum, we need a city name*)

a. *Record place name* _____

b. *Record street address or intersection* _____

c. *Record City* _____

d. *Record Zip* _____

14. What was the main purpose of this trip? (Single response only)

Business.....	1
Work Commute	2
Vacation/Pleasure/Recreation	3
Visit Friends or Relatives	4
Personal or family matters.....	5
Go to or from school.....	6
Other (specify)_____	

15. How many people, including yourself, were traveling in the party on that trip?	One, just yourself	1
	Two	2
	Three	3
	Four	4
	Five or more (specify) _____	
	DK/NA/Refused	6

16. And how many total trips by any mode of travel (car, airplane, train, etc.) have you made to _____ (response in Q7) in the past six months?

_____ (total trips by any mode)

REMINDER

17. Thank you. We will mail you the additional materials that we told you about. Please have your survey materials available (near the phone) when we call you in a week or so. We greatly appreciate your cooperation on this study.

Interviewer: Describe envelope again if necessary.

###

D1. Gender

- 1 Male
- 2 Female

D2. Date of Survey: _____

D3. Interviewer: Identify county of Destination City below (refer to map or city list if necessary)

Destination City: _____ (will show on screen)

County:

Southern California Regions

- | | | |
|--------------------------|------------------------------|----------|
| San Diego area: | San Diego county | 1 |
| Los Angeles area: | Los Angeles county | 2 |
| | San Bernardino county | 3 |
| | Orange county | 4 |
| | Riverside county | 5 |
| | Ventura | 6 |
| Bakersfield area: | Kern county | 7 |

Northern California Regions

- | | | |
|-------------------------------|-----------------------------|-----------|
| Tulare /Visalia area: | Tulare county | 8 |
| | Kings county | 9 |
| Fresno area: | Fresno county | 10 |
| | Madera county | 11 |
| Merced area: | Merced county | 12 |
| San Fran. Bay area: | Sonoma county | 13 |
| | Napa county | 14 |
| | Solano county | 15 |
| | Marin county | 16 |
| | Contra Costa county | 17 |
| | Alameda county | 18 |
| | San Francisco county | 19 |
| | San Mateo county | 20 |
| | Santa Clara county | 21 |
| Modesto/Stockton area: | San Joaquin county | 22 |
| | Stanislaus county | 23 |
| Sacramento area: | Sacramento county | 24 |
| | Yolo county | 25 |
| | Sutter county | 26 |
| | Yuba county | 27 |
| | Placer county | 28 |
| | El Dorado county | 29 |

D4. Pick up train system used from sample sheet:

- 1 Pacific Surfliner
- 2 Capitols
- 3 San Joaquins
- 4 Other (specify) _____

TRAVEL OPINIONS THROUGHOUT CALIFORNIA A SURVEY OF RAIL PASSENGER'S PREFERENCES

INTRODUCTION

Dear Traveler:

October 2005

Thank you for participating in this survey. It is sponsored by the State of California and administered by the Metropolitan Transportation Commission (MTC). The information you provide will help us identify how to expand and improve travel options throughout California. By planning for future travel options, we may be able to decrease congestion on our roadways.

Please complete the questionnaire by checking the boxes or writing in the answers. Your responses will be treated in confidence. The information you provide will be statistically analyzed with the responses of others and none of the results will be identified with you. When finished, please hand the completed survey back to the survey coordinator. If time does not permit your completing the survey before you have to exit the train, please complete it at your earliest possible convenience and mail it back to us in the postage paid envelope.

Thank you for your assistance on this project – your input is very important!

Important: The choice exercise portion of the survey (colored insert) should be completed when you reach question 20 on page 7 of this booklet.

STATION INFORMATION

1. At which station did you board this train, and at what station will you exit this train?

Station **BOARDED**

Station will **EXIT**

DATE AND TRAIN

2. Date: _____ / _____ / 2005

2a. Train #: _____

DETAILS OF TODAY'S TRIP

3. What is the purpose of today's trip? (check primary reason only)

Business ☐

Personal or family matters..... ☐

Work Commute..... ☐


Go to or from school..... ☐

Vacation / Pleasure / Recreation ☐

Other (specify): _____

Visit Friends or Relatives ☐

4. How many people, including yourself, are traveling in your party today?

_____ 
(write in #)

(If two or more traveling today)

4a. About how many people in your party are filling out this survey?

(write in #)

Origin and Destination Information

5. Where did you begin your current trip to the station today, that is, where did you come from?

(Do not include any short stops or transfer points you made on the way to the station)

Please provide all the information you can:

Name/Type of Place (e.g. home, work, Marriott Hotel, etc.)

Nearest Intersection or a Street Address

City, State

_____ Five Digit Zip Code

6. Where are you going?

(Do not include any short stops or transfer points you might make on the way from your destination station to your final destination.)

Please provide all the information you can:

Name/Type of Place (e.g. home, work, Marriott Hotel, etc.)

Nearest Intersection or a Street Address

City, State

_____ Five Digit Zip Code

Home Zip Code

7. What is your five digit home zip code?

DETAILS OF TODAY'S TRIP (continued)

8. Was there a vehicle available that you could have used for this trip in place of taking the train? No ☐
Yes, could have driven ☐
Yes, but very difficult / not convenient to drive ☐

9. On this trip how many nights, if any, will you or have you been away from home? None ☐
One ☐
Two - Three ☐
Four - Six ☐
One week or more ☐

10. Do you have any luggage with you today? No ☐
Yes ☐

11. What is the approximate train fare you paid for this trip? \$ _____ [fare]

▼
Please check any that apply:
Used employee discount/pass.... ☐
Train fare part of a package/tour.. ☐

12. What type of ticket are you traveling on? One way ☐
Round trip ☐
10-trip (Metrolink only) ☐
20-trip (ACE Train only) ☐
Monthly Pass ☐
Multi-Line ☐
Other (specify): _____

13. Will you be reimbursed (business, etc.) for the cost of the ticket or not? Yes, reimbursed ☐
No, not reimbursed ☐
Don't Know /Prefer not to say... ☐

14. Where did you purchase your ticket for today's trip? At the station ☐
Online ☐
By mail ☐
Through an off-site vendor/outlet ☐
Other (specify): _____

HIGH SPEED RAIL (HSR) CONCEPT

Part of this research is to assess the demand for high speed trains between various locations throughout California. A concept description and map of the service follows:

A high speed rail (HSR) system is being planned for intercity travel between California's major metropolitan centers as shown in the map. Trains would depart most stations one or more times per hour, and would operate at speeds that would provide a competitive travel time with air and auto. For example, the projected express travel time by HSR between Los Angeles and San Francisco would be about 2 hours, 35 minutes; between Los Angeles and Sacramento it would be about 2 hours, 10 minutes, and between Los Angeles and San Diego it would be just over one hour. Potential HSR station sites along with major nearby landmarks and connecting local transit services are shown in the table on the next page.

California's HSR would be similar in concept and features to the European and Japanese high speed rail systems which have been operating safely and reliably in other countries for many years.



Key attributes of High Speed Rail (HSR) would include:

- HSR stations and trains would be monitored by security personnel and cameras, but there would be no airport-style security barrier.
- HSR passengers would be free to move around the train at all times.
- HSR would have wider seats and more legroom than coach seating on airplanes, and all seats would have electrical outlets for laptop computers or other devices.
- HSR passengers would be able to use cell phones, laptop computers, and other carry-on items at all times.
- HSR would operate on exclusive tracks that are separated from freight trains and automobiles.
- HSR would have reserved seating, with advance and same-day reservations available.
- HSR offers a smooth ride and large windows. It would provide very reliable service that would not be impacted by bad weather.

Potential High-Speed Train Station Locations Information on Landmarks Near Stations and Connecting Services

		Connecting Services				
		Conventional Rail	Commuter Rail	Light Rail / Rapid Transit	Local Bus	
Potential Station Locations	Landmarks Near Potential HSR Stations					
San Francisco Bay Area						
San Francisco	Downtown; Transbay Terminal		✓	✓	✓	✓
Millbrae (SFO)	San Francisco International Airport		✓	✓	✓	✓
Palo Alto/Redwood City	Stanford University; Caltrain Station		✓	✓	✓	✓
San Jose	Downtown; Diridon Station; Compaq Center	✓	✓	✓	✓	✓
Gilroy	Downtown; Caltrain Station; U.S. 101 and SR-152		✓		✓	✓
Oakland	Downtown			✓	✓	✓
Oakland Airport	Oakland International Airport; Coliseum BART station	✓		✓	✓	✓
Fremont/Union City	Union City BART station			✓	✓	✓
Pleasanton	ACE station; Alameda County Fairgrounds		✓		✓	✓
Central Valley						
Sacramento	Downtown; State Capitol; Amtrak Station; Old Sacramento	✓	✓	✓	✓	✓
Stockton	Downtown; ACE Station	✓			✓	✓
Tracy	ACE Station	✓	✓			
Modesto	Amtrak Station	✓				✓
Merced	Downtown OR Castle Air Force Base; UC Merced Campus					✓
Fresno	Downtown; Highways 99 & 180					✓
Bakersfield	Downtown; Truxton Amtrak Station; Convention Center	✓				✓
Southern California						
Palmdale	Metrolink Station; Palmdale Airport		✓			✓
Sylmar	Metrolink Station; I-5 & I-405 interchange		✓			✓
Burbank	Downtown; Metrolink Station; San Fernando Valley		✓			✓
Los Angeles	Downtown; Union Station	✓	✓	✓	✓	✓
Norwalk	Gateway Cities; Metrolink Station		✓			✓
Anaheim	Disneyland; Anaheim Transportation Center; Edison Field	✓	✓			✓
Irvine	Irvine Transportation Center; I-5 & I-405 interchange	✓	✓			✓
East San Gabriel Valley	City of Industry; Metrolink Station; SR-60 & SR-57.		✓			✓
Ontario	Ontario Airport					✓
Riverside	U.C. Riverside; SR-60 & I-215 interchange					✓
Temecula Valley	Murrieta; I-15 & I-215 interchange					✓
Escondido	I-15 & SR-78 interchange					✓
University City	La Jolla; Miramar Marine Corps Air Station		✓			✓
San Diego	Downtown; Amtrak/Surfliner Station	✓	✓	✓		✓
Note: Parking at these stations would be available at market rate (similar to airport parking rates).						

HOW TRAVELED TO STATION TODAY

15. How did you get to the train station and how will you get to your destination after you exit the train?

	Got to train^	Will get to destination^
Drive and park	<input type="checkbox"/>	<input type="checkbox"/>
Got dropped off/get picked up	<input type="checkbox"/>	<input type="checkbox"/>
Taxi/Shuttle.....	<input type="checkbox"/>	<input type="checkbox"/>
Light Rail/Train.....	<input type="checkbox"/>	<input type="checkbox"/>
Rental Car	<input type="checkbox"/>	<input type="checkbox"/>
Bus transit	<input type="checkbox"/>	<input type="checkbox"/>
Walked (all the way).....	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify).....	_____	_____
Don't Know.....	<input type="checkbox"/>	<input type="checkbox"/>

^ check one primary mode for each

16. About how long did it take you to get to the train station today, and, after you exit the train, about how long do you think it will take you to get to your destination?

	Time to get to train	Time to get to destination
Less than 15 minutes	<input type="checkbox"/>	<input type="checkbox"/>
15 minutes to ½ hour.....	<input type="checkbox"/>	<input type="checkbox"/>
½ - 1 hour	<input type="checkbox"/>	<input type="checkbox"/>
1 - 1 ½ hours	<input type="checkbox"/>	<input type="checkbox"/>
1 ½ - 2 hours.....	<input type="checkbox"/>	<input type="checkbox"/>
Over 2 hours (specify)	_____	_____
Don't Know.....		<input type="checkbox"/>

17. About how much did it cost to get to the train station today, and, after you exit the train about how much will it cost for you to get to your destination? (Please estimate costs including fares, gas, etc., but not including parking or rental car costs)

	Cost to get to train	Cost to get to destination
Costs (not including parking).....	\$_____	\$_____

18. Did you park at the train station, either at your origin station or at your destination station?

Yes ☐ →

No..... ☐

**Cost for station
parking**
\$_____

19. About how long before your scheduled train departure time did you get to the station today?

Less than ½ hour	<input type="checkbox"/>
½ - 1 hour	<input type="checkbox"/>
1 - 1 ½ hours	<input type="checkbox"/>
1 ½ - 2 hours.....	<input type="checkbox"/>
Over 2 hours (specify)	_____
Don't Know.....	<input type="checkbox"/>

CHOICE EXERCISES

Now we have some hypothetical travel “choice exercises” that you may find interesting. These questions are included in the **colored insert**. The insert includes questions about different options that might be available to you in the future for taking trips like the one you are on today.

Section 1 of this insert asks questions regarding High Speed Rail options you might choose. Section 2 includes different options that might be available to you in the future for taking trips like the one you are on today. For each exercise we would like you to select one of the transportation modes in light of the information provided. Please do one exercise at a time, and record your preferred method of travel (mode) on this colored insert itself. There are four separate choice exercises in total. When finished, please complete the rest of this questionnaire.

PLEASE COMPLETE QUESTIONS 20 – 31 ON THE COLORED INSERT NOW.

TRIP FREQUENCY IN THE PAST SIX MONTHS

32. In the past six months, how many times have you made a trip similar to the one you are taking today (same purpose, same origin/destination areas) using air, car, rail or bus?

Number of trips by...

AIR: _____

CAR: _____

RAIL: _____ *(include today's trip)*

BUS: _____

Total trips of this type: _____

(Write in the number of times or zero if you have not made a trip in the past six months, for each specified mode above. It is assumed that each “trip” made was a roundtrip using the same mode - air, car, rail or bus - both ways. If you used a different mode in each direction on any of these trips, please note this above.)

CLASSIFICATION INFORMATION

These questions are for classification purposes only and will be kept strictly confidential. If there is a particular question you would rather not answer just leave it blank.

ABOUT YOURSELF

a. Gender:

- ☐ Male
☐ Female

b. Age:

- ☐ Under 18 years
☐ 18 - 24 years
☐ 25 - 34 years
☐ 35 - 44 years
☐ 45 - 54 years
☐ 55 - 64 years
☐ 65 - 74 years
☐ 75 & Older

c. Current Job Status:

- ☐ Employed Full-Time
☐ Employed Part-Time
☐ Unemployed
☐ Retired
☐ Student
☐ Homemaker
☐ Other (specify): _____

d. Highest level of education attained:

- ☐ Some High School or less (grades 1st - 11th)
☐ High School Graduate or Equivalent
☐ Some College or Technical School
☐ College Graduate
☐ Graduate or Professional Degree

e. Approximate total annual household income before taxes for the year 2004:

- ☐ Under \$5,000
☐ \$5,000 - \$25,000
☐ \$25,001 - \$50,000
☐ \$50,001 - \$75,000
☐ \$75,001 - \$100,000
☐ \$100,001 - \$150,000
☐ \$150,001 and over

ABOUT YOUR HOUSEHOLD

f. Including yourself, how many people currently live in your household, how many work outside the home (either on a full-time or part-time basis) and how many household members are under the age of 18?

	TOTAL IN HOUSEHOLD	WORK OUTSIDE THE HOME [^]	UNDER 18 YEARS OLD
1 Person	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 People	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 People	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 People	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 People	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 or more People	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
0 People	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[^]Note: Do not include work from home in this category

g. How many registered motor vehicles (including cars, light trucks, or vans) are available to members of your household?

- ☐ 0 Vehicles ☐ 2 Vehicles ☐ 4 or more Vehicles
☐ 1 Vehicle ☐ 3 Vehicles

May we contact you if we need clarification on some of the questions? *(Please be assured that this information will be treated in the strictest of confidence)*

- ☐ Yes (please provide contact info below)
☐ No

Contact Information

First Name: _____ Phone #: (____) _____ - _____

E-Mail: _____

If you completed this survey on the train, kindly give it back to the survey coordinator. Otherwise, please mail it back in the postage paid envelope provided. Please do not give it to the train conductors or employees. If you have any questions, please call Corey, Canapary & Galanis Research at 1-800-877-1201.

Thank you very much for participating in this study.

SECTION 1: SAME TRIP BY AIR OR HIGH SPEED RAIL

For the following questions, assume that you were to use the transportation options listed below (Air or High Speed Rail) for **a trip like the one you are on today**. Additional information on High Speed Rail stations is included on pages 4 and 5 of the survey booklet.

WHAT IF YOU WERE TO MAKE THIS SAME TRIP BY:

AIR?

20. Which Airport do you think you would use to start your trip?

- | | |
|---|---|
| Los Angeles (LAX)..... <input type="checkbox"/> | Bakersfield (BFL) <input type="checkbox"/> |
| Burbank (BUR)..... <input type="checkbox"/> | Fresno (FAT)..... <input type="checkbox"/> |
| Ontario (ONT)..... <input type="checkbox"/> | San Diego (SAN)..... <input type="checkbox"/> |
| John Wayne (SNA) <input type="checkbox"/> | Other: _____ |
| Long Beach (LGB)..... <input type="checkbox"/> | |

21. How do you think you would get to that airport?

- | | |
|---|-------------------------------------|
| Drive and park..... <input type="checkbox"/> | Train..... <input type="checkbox"/> |
| Get dropped off..... <input type="checkbox"/> | Walk..... <input type="checkbox"/> |
| Taxi/shuttle..... <input type="checkbox"/> | Other: _____ |
| Bus..... <input type="checkbox"/> | |

21a. About how long do you think it would take you to get to the airport?

_____ minutes
I have no idea ☐

21b. And how much do you think it would cost to get to the airport? (including fares, gas, etc., but not including parking or rental car costs)

\$ _____
I have no idea ☐

22. Which airport do you think you would fly into?

- | | |
|---|---|
| Los Angeles (LAX)..... <input type="checkbox"/> | Bakersfield (BFL) <input type="checkbox"/> |
| Burbank (BUR)..... <input type="checkbox"/> | Fresno (FAT)..... <input type="checkbox"/> |
| Ontario (ONT)..... <input type="checkbox"/> | San Diego (SAN)..... <input type="checkbox"/> |
| John Wayne (SNA) <input type="checkbox"/> | Other: _____ |
| Long Beach (LGB)..... <input type="checkbox"/> | |

23. How do you think you would get from that airport to your destination?

- | | |
|---|-------------------------------------|
| Rental car..... <input type="checkbox"/> | Train..... <input type="checkbox"/> |
| Get picked up..... <input type="checkbox"/> | Walk..... <input type="checkbox"/> |
| Taxi/shuttle..... <input type="checkbox"/> | Other: _____ |
| Bus..... <input type="checkbox"/> | |

23a. About how long do you think it would take you to get from the airport to your destination?

_____ minutes
I have no idea ☐

23b. And how much do you think that it would cost to get from the airport? (including fares, gas, etc., but not including parking or rental car costs)

\$ _____
I have no idea ☐

HIGH SPEED RAIL?

Note: Refer to included High Speed Rail Map

24. Which High Speed Rail station do you think you would use to start your trip?

- | | |
|--|---|
| LA (Union Station)..... <input type="checkbox"/> | Anaheim..... <input type="checkbox"/> |
| Downtown Burbank <input type="checkbox"/> | Irvine..... <input type="checkbox"/> |
| Ontario Airport..... <input type="checkbox"/> | E. San Gabriel Vly ... <input type="checkbox"/> |
| Riverside..... <input type="checkbox"/> | Escondido..... <input type="checkbox"/> |
| Temecula Valley <input type="checkbox"/> | University City <input type="checkbox"/> |
| Palmdale/Lancaster..... <input type="checkbox"/> | San Diego <input type="checkbox"/> |
| Sylmar/S. Fernando Vly <input type="checkbox"/> | Bakersfield <input type="checkbox"/> |
| Norwalk..... <input type="checkbox"/> | |

25. How do you think you would get to that station?

- | | |
|---|-------------------------------------|
| Drive and park..... <input type="checkbox"/> | Train..... <input type="checkbox"/> |
| Get dropped off..... <input type="checkbox"/> | Walk..... <input type="checkbox"/> |
| Taxi/shuttle..... <input type="checkbox"/> | Other: _____ |
| Bus..... <input type="checkbox"/> | |

25a. About how long do you think it would take you to get to the station?

_____ minutes (I have no idea ☐)

25b. And about how much do you think that would cost to get to the station? (including fares, parking, gas, etc., but not including parking or rental car costs)

\$ _____ (I have no idea ☐)

26. At which High Speed Rail station do you think you would get off the train?

- | | |
|--|---|
| LA (Union Station)..... <input type="checkbox"/> | Anaheim..... <input type="checkbox"/> |
| Downtown Burbank <input type="checkbox"/> | Irvine..... <input type="checkbox"/> |
| Ontario Airport..... <input type="checkbox"/> | E. San Gabriel Vly ... <input type="checkbox"/> |
| Riverside..... <input type="checkbox"/> | Escondido..... <input type="checkbox"/> |
| Temecula Valley <input type="checkbox"/> | University City <input type="checkbox"/> |
| Palmdale/Lancaster..... <input type="checkbox"/> | San Diego <input type="checkbox"/> |
| Sylmar/S. Fernando Vly <input type="checkbox"/> | Bakersfield <input type="checkbox"/> |
| Norwalk..... <input type="checkbox"/> | |

27. How do you think you would get from that station to your destination?

- | | |
|---|-------------------------------------|
| Rental Car..... <input type="checkbox"/> | Train..... <input type="checkbox"/> |
| Get picked up..... <input type="checkbox"/> | Walk..... <input type="checkbox"/> |
| Taxi/shuttle..... <input type="checkbox"/> | Other: _____ |
| Bus..... <input type="checkbox"/> | |

27a. About how long do you think it would take you to get from the station to your destination?

_____ minutes (I have no idea ☐)

27b. And about how much do you think it would cost to get from the station? (including fares, parking, gas, etc., but not including parking or rental car costs)

\$ _____ (I have no idea ☐)

SECTION 2: HOW WOULD YOU TRAVEL?

In this section, we would like you to evaluate different potential transportation services that might be available in the near future for California travelers. These transportation services are based on both current and planned services.

To evaluate the transportation services, please consider your train trip today. In the exercises that follow, we will ask you to choose among several different transportation options for completing your trip. Keep in mind that these are hypothetical scenarios. **Note that the services described in the exercises may have slightly different features than the services now being offered.**

Please record your selections by marking the appropriate box at the bottom of each exercise. These transportation options include:

- Travel in a private auto, either by driving alone or carpooling with others
- Travel by Conventional Rail (like ACE or Metrolink)
- Travel by Air
- Travel by High Speed Rail (HSR)

The following pages contain a series of four choice exercises, each one offering a choice among four different ways you could make your trip.

- For each exercise, please assume that the only available travel options are the four that are shown. Please compare the options, and then select the way that you would most likely travel if those were your available choices.
- Please assume that the High Speed Rail option shown in the exercises is operating and available to you, even though it does not currently exist.
- We would like you to make a selection even though travel times and fuel costs for the car mode may vary in the future due to traffic congestion and changes in fuel price per gallon. Train fares may also vary from current prices.
- Please answer the questions as realistically as possible, with the specific needs of your current trip in mind.
- Please do not choose the travel by car option if you do not have an auto available to you for making such a trip.

Choice Exercise A

28. Your choices are...

TRAVEL BY CAR ▼	TRAVEL BY CONVENTIONAL RAIL ▼	TRAVEL BY AIR ▼	TRAVEL BY HIGH SPEED RAIL ▼
	<p>Travel to and from the stations is the same as you described earlier in the survey (questions 15 – 19)</p> <p>You should arrive at the station at least 10 min. before your train.</p>	<p>Travel to and from the airports is the same as you described earlier in the survey (questions 20 – 23b)</p> <p>You should arrive at the airport at least 1 hour before your flight.</p>	<p>Travel to and from the stations is the same as you described earlier in the survey (questions 24 – 27b)</p> <p>You should arrive at the station at least 10 min. before your train</p>
You travel whenever you would like	There is a train every 1 hr 30 min	There is a flight every 1 hour	There is a train every 1 hour
The typical travel time in the car is 2 hrs 30 min (not including stops for rest, food, etc.)	The scheduled travel time in the train is 2 hrs 45 min	The scheduled travel time in the plane is 1 hour	The scheduled travel time in the train is 1 hr 15 min
50% chance of arriving within 15 min. of the typical time	90% of trains arrive within 15 min. of schedule	80% of flights arrive within 15 min. of schedule	85% of trains arrive within 5 min. of schedule
The roundtrip fuel cost is \$25	The roundtrip fare is \$55	The roundtrip fare is \$100	The roundtrip fare is \$70
<p><i>Travel by Car</i></p> <input type="checkbox"/>	<p><i>Travel by Conventional Rail</i></p> <input type="checkbox"/>	<p><i>Travel by Air</i></p> <input type="checkbox"/>	<p><i>Travel by High Speed Rail</i></p> <input type="checkbox"/>

Choice Exercise B

29. Your choices are...

TRAVEL BY CAR ▼	TRAVEL BY CONVENTIONAL RAIL ▼	TRAVEL BY AIR ▼	TRAVEL BY HIGH SPEED RAIL ▼
	Travel to and from the stations is the same as you described earlier in the survey (questions 15 – 19) You should arrive at the station at least 10 min. before your train.	Travel to and from the airports is the same as you described earlier in the survey (questions 20 – 23b) You should arrive at the airport at least 1 hour before your flight.	Travel to and from the stations is the same as you described earlier in the survey (questions 24 – 27b) You should arrive at the station at least 10 min. before your train
You travel whenever you would like	There is a train every 1 hour	There is a flight every 1 hour	There is a train every 1 hour
The typical travel time in the car is 2 hrs 30 min (not including stops for rest, food, etc.)	The scheduled travel time in the train is 2 hrs 30 min	The scheduled travel time in the plane is 45 minutes	The scheduled travel time in the train is 1 hr 15 min
75% chance of arriving within 15 min. of the typical time	90% of trains arrive within 15 min. of schedule	70% of flights arrive within 15 min. of schedule	90% of trains arrive within 5 min. of schedule
The roundtrip fuel cost is \$30	The roundtrip fare is \$50	The roundtrip fare is \$140	The roundtrip fare is \$80
<i>Travel by Car</i> <input type="checkbox"/>	<i>Travel by Conventional Rail</i> <input type="checkbox"/>	<i>Travel by Air</i> <input type="checkbox"/>	<i>Travel by High Speed Rail</i> <input type="checkbox"/>

Choice Exercise C

30. Your choices are...

TRAVEL BY CAR ▼	TRAVEL BY CONVENTIONAL RAIL ▼	TRAVEL BY AIR ▼	TRAVEL BY HIGH SPEED RAIL ▼
	Travel to and from the stations is the same as you described earlier in the survey (questions 15 – 19) You should arrive at the station at least 10 min. before your train.	Travel to and from the airports is the same as you described earlier in the survey (questions 20 – 23b) You should arrive at the airport at least 1 hour before your flight.	Travel to and from the stations is the same as you described earlier in the survey (questions 24 – 27b) You should arrive at the station at least 10 min. before your train
You travel whenever you would like	There is a train every 1 hr 30 min	There is a flight every 2 hours	There is a train every 30 minutes
The typical travel time in the car is 2 hours (not including stops for rest, food, etc.)	The scheduled travel time in the train is 3 hours	The scheduled travel time in the plane is 50 minutes	The scheduled travel time in the train is 1 hr 5 min
75% chance of arriving within 15 min. of the typical time	95% of trains arrive within 15 min. of schedule	80% of flights arrive within 15 min. of schedule	95% of trains arrive within 5 min. of schedule
The roundtrip fuel cost is \$30	The roundtrip fare is \$45	The roundtrip fare is \$120	The roundtrip fare is \$90
Travel by Car <input type="checkbox"/>	Travel by Conventional Rail <input type="checkbox"/>	Travel by Air <input type="checkbox"/>	Travel by High Speed Rail <input type="checkbox"/>

Choice Exercise D

31. Your choices are...

TRAVEL BY CAR ▼	TRAVEL BY CONVENTIONAL RAIL ▼	TRAVEL BY AIR ▼	TRAVEL BY HIGH SPEED RAIL ▼
	Travel to and from the stations is the same as you described earlier in the survey (questions 15 – 19) You should arrive at the station at least 10 min. before your train.	Travel to and from the airports is the same as you described earlier in the survey (questions 20 – 23b) You should arrive at the airport at least 1 hour before your flight.	Travel to and from the stations is the same as you described earlier in the survey (questions 24 – 27b) You should arrive at the station at least 10 min. before your train
You travel whenever you would like	There is a train every 1 hour	There is a flight every 30 minutes	There is a train every 30 minutes
The typical travel time in the car is 1 hr 30 min (not including stops for rest, food, etc.)	The scheduled travel time in the train is 2 hours	The scheduled travel time in the plane is 40 minutes	The scheduled travel time in the train is 1 hr 5 min
50% chance of arriving within 15 min. of the typical time	70% of trains arrive within 15 min. of schedule	50% of flights arrive within 15 min. of schedule	85% of trains arrive within 5 min. of schedule
The roundtrip fuel cost is \$25	The roundtrip fare is \$30	The roundtrip fare is \$100	The roundtrip fare is \$40
Travel by Car <input type="checkbox"/>	Travel by Conventional Rail <input type="checkbox"/>	Travel by Air <input type="checkbox"/>	Travel by High Speed Rail <input type="checkbox"/>

**PLEASE GO BACK TO THE SURVEY BOOKLET AND
COMPLETE THE LAST TWO PAGES (PAGES 7 – 8)**

Corey, Canapary & Galanis

Research and Counsel in Marketing

447 Sutter Street . Penthouse North . San Francisco, CA 94108 . (415) 397-1200

John Doe
123 Any Lane
Anytown, CA 95555

Date

Dear Mr. Doe:

Thank you for agreeing to participate in this survey. Our firm, Corey, Canapary & Galanis (Corey Research) is coordinating the survey, in cooperation with the Metropolitan Transportation Commission (MTC).

Travelers throughout California continue to express frustration at growing roadway congestion and the lack of travel options. As part of ongoing efforts to understand transportation needs, we would like to more fully understand the travel patterns and travel choices of people like yourself who take train trips throughout California. The best way to find out is to ask you, the traveler. The information you provide will help identify how to expand and improve travel options throughout the state.

You are one of a small sample of people who are being asked to provide this travel information. A few weeks ago, you received a call from our researchers and indicated a willingness to participate in this survey. In order that our results truly represent the thinking of travelers throughout the state and within your own region, it is important that all survey questions be answered.

You may be assured of complete confidentiality. The survey has an identification number for mailing and retrieval purposes only. Your name will never be directly associated with your responses, and your identification will not be sold to or shared with any other group or individual.

We will contact you in a few days to gather your survey responses. Our interviewer will ask you to refer to this survey packet when she/he calls you back to do the telephone survey, so please keep it near the phone. If you would like, you may review the enclosed survey and prepare your answers prior to our return call.

Sincerely,

Jon Canapary
Project Director

SAC-LA-1601

TRAVEL OPINIONS THROUGHOUT CALIFORNIA

A SURVEY OF TRAIN PASSENGER'S PREFERENCES

INTRODUCTION

Thank you for agreeing to participate in this study. In the following pages, you will be asked to evaluate several alternative travel options for the trip that you described during the recent telephone survey. The trip that you described has the following features:

Trip from your home to the destination

Trip Origin:

Trip Destination:

Trip Purpose:

A map and station listing for proposed High Speed Rail service was included in the packet mailed to you. The remainder of this booklet contains: a page entitled Same Trip by Air or High Speed Rail and a section entitled How Would You Travel, which includes four choice exercises, each one offering a choice among four different ways you could take the trip described above.

We will be calling you in a few days to ask you to respond to a series of questions about your travel, including the choice exercises which follow. Please keep this survey booklet in a convenient place so that you can refer to the materials when we call you. Feel free to review the survey booklet and prepare your answers prior to our return call.

Many of the questions in this survey booklet and those that will be included during our return call will ask you to consider the specific conditions related to your trip that has the features described above. In answering these questions, please think about your most recent actual trip that had those features, and remember how you made your travel choice.

As you may have noticed in the booklet we sent to you, we are trying to assess reactions to various modes of travel. These include: Automobile, Air, and High Speed Rail (which would be a bullet train between regions in California).

If you have any questions regarding the survey, please ask the interviewer during our return call.

SECTION 1: SAME TRIP BY AIR OR HIGH SPEED RAIL

Please answer all of the questions on this page. Assume that you were using the transportation options listed below (Air or High Speed Rail) for **a trip like the one that is described on the previous page.**

Additional information on High Speed Rail (including a map and list of stations) was included on a separate sheet in the mailed envelope.

WHAT IF YOU WERE TO MAKE THIS SAME TRIP BY:

AIR?

1a. Which Airport do you think you would use to start your trip?

San Francisco (SFO).....	<input type="checkbox"/>	Modesto (MOD).....	<input type="checkbox"/>
Oakland (OAK)	<input type="checkbox"/>	San Jose (SJC).....	<input type="checkbox"/>
Sacramento (SMF).....	<input type="checkbox"/>	Other: _____	
Fresno (FAT).....	<input type="checkbox"/>		

1b. How do you think you would get to that airport?

Drive and park	<input type="checkbox"/>	Train	<input type="checkbox"/>
Get dropped off.....	<input type="checkbox"/>	Walk	<input type="checkbox"/>
Taxi/shuttle	<input type="checkbox"/>	Other: _____	
Bus	<input type="checkbox"/>		

1c. About how long do you think it would take you to get to the airport?

_____minutes (I have no idea ☐)

1d. And how much do you think it would cost to get to the airport? (including fares, gas, etc., but not including parking or rental car costs)

\$ _____ (I have no idea ☐)

1e. Which airport do you think you would fly into?

Los Angeles (LAX).....	<input type="checkbox"/>	Bakersfield (BFL)	<input type="checkbox"/>
Burbank (BUR)	<input type="checkbox"/>	Fresno (FAT).....	<input type="checkbox"/>
Ontario (ONT).....	<input type="checkbox"/>	San Diego (SAN).....	<input type="checkbox"/>
John Wayne (SNA).....	<input type="checkbox"/>	Other: _____	
Long Beach (LGB).....	<input type="checkbox"/>		

1f. How do you think you would get from that airport to your destination?

Rental car	<input type="checkbox"/>	Train	<input type="checkbox"/>
Get picked up	<input type="checkbox"/>	Walk	<input type="checkbox"/>
Taxi/shuttle	<input type="checkbox"/>	Other: _____	
Bus	<input type="checkbox"/>		

1g. About how long do you think it would take you to get from the airport to your destination?

_____minutes (I have no idea ☐)

1h. And how much do you think that it would cost to get from the airport? (including fares, gas, etc., but not including parking or rental car costs)

\$ _____ (I have no idea ☐)

HIGH SPEED RAIL?

Note: Refer to included High Speed Rail Map

2a. Which High Speed Rail station do you think you would use to start your trip?

Downtown San Francisco	<input type="checkbox"/>	Pleasanton.....	<input type="checkbox"/>
Millbrae (SFO)	<input type="checkbox"/>	Sacramento	<input type="checkbox"/>
Palo Alto/Redwood City	<input type="checkbox"/>	Stockton.....	<input type="checkbox"/>
Downtown San Jose.....	<input type="checkbox"/>	Tracy.....	<input type="checkbox"/>
Gilroy	<input type="checkbox"/>	Modesto	<input type="checkbox"/>
Downtown Oakland.....	<input type="checkbox"/>	Merced.....	<input type="checkbox"/>
Oakland Airport.....	<input type="checkbox"/>	Fresno.....	<input type="checkbox"/>
Fremont/Union Cty	<input type="checkbox"/>		

2b. How do you think you would get to that station?

Drive and park	<input type="checkbox"/>	Train	<input type="checkbox"/>
Get dropped off.....	<input type="checkbox"/>	Walk.....	<input type="checkbox"/>
Taxi/shuttle	<input type="checkbox"/>	Other: _____	
Bus.....	<input type="checkbox"/>		

2c. About how long do you think it would take you to get to the station?

_____minutes (I have no idea ☐)

2d. And about how much do you think that would cost to get to the station? (including fares, parking, gas, etc., but not including parking or rental car costs)

\$ _____ (I have no idea ☐)

2e. At which High Speed Rail station do you think you would get off the train?

LA (Union Station).....	<input type="checkbox"/>	Anaheim.....	<input type="checkbox"/>
Downtown Burbank	<input type="checkbox"/>	Irvine	<input type="checkbox"/>
Ontario Airport	<input type="checkbox"/>	E. San Gabriel Vly ...	<input type="checkbox"/>
Riverside	<input type="checkbox"/>	Escondido	<input type="checkbox"/>
Temecula Valley.....	<input type="checkbox"/>	University City.....	<input type="checkbox"/>
Palmdale/Lancaster	<input type="checkbox"/>	San Diego.....	<input type="checkbox"/>
Sylmar/S. Fernando Vly	<input type="checkbox"/>	Bakersfield	<input type="checkbox"/>
Norwalk	<input type="checkbox"/>		

2f. How do you think you would get from that station to your destination?

Rental Car	<input type="checkbox"/>	Train	<input type="checkbox"/>
Get picked up	<input type="checkbox"/>	Walk.....	<input type="checkbox"/>
Taxi/shuttle	<input type="checkbox"/>	Other: _____	
Bus.....	<input type="checkbox"/>		

2g. About how long do you think it would take you to get from the station to your destination?

_____minutes (I have no idea ☐)

2h. And about how much do you think it would cost to get from the station? (including fares, parking, gas, etc., but not including parking or rental car costs)

\$ _____ (I have no idea ☐)

HOW WOULD YOU TRAVEL?

In this section, we would like you to evaluate different potential transportation services that might be available in the near future for California travelers. These transportation services are based on both current and planned services. Note that the current services may have slightly different features than the services now being offered.

To evaluate the transportation services, please consider your train trip **from**

_____ **to** _____. In the exercises that follow, we will ask you to choose among several different transportation options for completing your trip. Keep in mind that these are hypothetical scenarios. These transportation options include:

- Travel by air
- Travel by High Speed Rail (HSR)
- Travel in a private auto, either by driving alone or carpooling with others.

The following pages contain a series of four choice exercises, each one offering a choice among three different ways you could make the trip from your home to the California location listed above.

- For each exercise, please assume that the only available travel options are the three that are shown. Please compare the options, and then select the way that you would most likely travel if those were your available choices.
- Please assume that the High Speed Rail option shown in the exercises is operating and available to you, even though it does not currently exist.
- We would like you to make a selection even though travel times and fuel costs for the car mode may vary in the future due to traffic congestion and changes in fuel price per gallon. Air fares may also vary from current prices.
- Please answer the questions as realistically as possible, with the specific needs of your trip from home to _____ in mind.

Choice Exercise A

3a. Your choices are...

TRAVEL BY CAR ▼	TRAVEL BY AIR ▼	TRAVEL BY HIGH SPEED RAIL ▼
	Travel to and from the airports is the same as you described earlier in the survey (questions 1a – 1h) You should arrive at the airport at least 1 hour before your flight.	Travel to and from the stations is the same as you described earlier in the survey (questions 2a – 2h) You should arrive at the station at least 10 min. before your train
You travel whenever you would like	There is a flight every 1 hour	There is a train every 1 hour
The typical travel time in the car is 6 hrs 30 min (not including stops for rest, food, etc.)	The scheduled travel time in the plane is 1 hr 20 min	The scheduled travel time in the train is 2 hrs 20 min
50% chance of arriving within 15 min. of the typical time	80% of flights arrive within 15 min. of schedule	85% of trains arrive within 5 min. of schedule
The roundtrip fuel cost is \$70	The roundtrip fare is \$320	The roundtrip fare is \$140
<i>Travel by Car</i> <input type="checkbox"/>	<i>Travel by Air</i> <input type="checkbox"/>	<i>Travel by High Speed Rail</i> <input type="checkbox"/>

Choice Exercise B

3b. Your choices are...

TRAVEL BY CAR ▼	TRAVEL BY AIR ▼	TRAVEL BY HIGH SPEED RAIL ▼
	Travel to and from the airports is the same as you described earlier in the survey (questions 1a – 1h) You should arrive at the airport at least 1 hour before your flight.	Travel to and from the stations is the same as you described earlier in the survey (questions 2a – 2h) You should arrive at the station at least 10 min. before your train
You travel whenever you would like	There is a flight every 1 hour	There is a train every 1 hour
The typical travel time in the car is 6 hrs 30 min (not including stops for rest, food, etc.)	The scheduled travel time in the plane is 1 hr 10 min	The scheduled travel time in the train is 2 hours
75% chance of arriving within 15 min. of the typical time	80% of flights arrive within 15 min. of schedule	90% of trains arrive within 5 min. of schedule
The roundtrip fuel cost is \$75	The roundtrip fare is \$280	The roundtrip fare is \$160
<i>Travel by Car</i> <input type="checkbox"/>	<i>Travel by Air</i> <input type="checkbox"/>	<i>Travel by High Speed Rail</i> <input type="checkbox"/>

Choice Exercise C

3c. Your choices are...

TRAVEL BY CAR ▼	TRAVEL BY AIR ▼	TRAVEL BY HIGH SPEED RAIL ▼
	Travel to and from the airports is the same as you described earlier in the survey (questions 1a – 1h) You should arrive at the airport at least 1 hour before your flight.	Travel to and from the stations is the same as you described earlier in the survey (questions 2a – 2h) You should arrive at the station at least 10 min. before your train
You travel whenever you would like	There is a flight every 1 hour	There is a train every half hour
The typical travel time in the car is 6 hours (not including stops for rest, food, etc.)	The scheduled travel time in the plane is 1 hr 40 min	The scheduled travel time in the train is 1 hrs 40 min
75% chance of arriving within 15 min. of the typical time	90% of flights arrive within 15 min. of schedule	95% of trains arrive within 5 min. of schedule
The roundtrip fuel cost is \$75	The roundtrip fare is \$230	The roundtrip fare is \$180
<i>Travel by Car</i> <input type="checkbox"/>	<i>Travel by Air</i> <input type="checkbox"/>	<i>Travel by High Speed Rail</i> <input type="checkbox"/>

Choice Exercise D

3d. Your choices are...

TRAVEL BY CAR ▼	TRAVEL BY AIR ▼	TRAVEL BY HIGH SPEED RAIL ▼
	Travel to and from the airports is the same as you described earlier in the survey (questions 1a – 1h) You should arrive at the airport at least 1 hour before your flight.	Travel to and from the stations is the same as you described earlier in the survey (questions 2a – 2h) You should arrive at the station at least 10 min. before your train
You travel whenever you would like	There is a flight every half hour	There is a train every half hour
The typical travel time in the car is 5 hrs 30 min (not including stops for rest, food, etc.)	The scheduled travel time in the plane is 1 hour	The scheduled travel time in the train is 1 hrs 40 min
50% chance of arriving within 15 min. of the typical time	50% of flights arrive within 15 min. of schedule	85% of trains arrive within 5 min. of schedule
The roundtrip fuel cost is \$60	The roundtrip fare is \$140	The roundtrip fare is \$80
Travel by Car <input type="checkbox"/>	Travel by Air <input type="checkbox"/>	Travel by High Speed Rail <input type="checkbox"/>

Field Guide and Code Sheet

Auto and Rail Telephone Survey

MTC High Speed Rail Survey

Field Guide

*Respnun	Retrieval Survey Respondent #
Q2	Material Reception Confirmation
Q3	Replacement Materials Arrangement
Q4	Callback Time Arrangement
Type	Type of sample – auto or rail
Q5	Trip Recollection Confirmation
Q6	# Traveling in Party
Q6a	# of Adults
Q6b	# of Family Members
Q7	# Nights Away From Home
Q7a	Final Destination Confirmation
Modes	Specifies Region/Region Version of Survey Packet
Q8intro	Intro to Q8
Q1aAIR	Origin Airport:
Q1bAIR	Transportation to Airport
Q1cAIR	Length of Time to Airport
Q1dAIR	Cost to Get to Airport
Q1d-1AIR	Cost of Parking at Airport
Q1eAIR	Destination Airport
Q1fAIR	Transportation from Airport to Destination
Q1gAIR	Length of Time from Airport to Destination
Q1hAIR	Cost to get from Airport to Destination
Q1aCR	Origin Rail Station
Q1bCR	Transportation to Rail Station
Q1cCR	Length of Time to Rail Station
Q1dCR	Cost to get to Rail Station
Q1eCR	Destination Rail Station
Q1fCR	Transportation from Rail Station to Destination
Q1gCR	Length of Time from Rail Station to Destination
Q1hCR	Cost to get from Rail Station to Destination
Q10intro	Intro to Q10
Q2aHSR	Origin Rail Station
Q2bHSR	Transportation to Rail Station
Q2cHSR	Length of Time to Rail Station
Q2dHSR	Cost to get to Rail Station
Q2eHSR	Destination Rail Station
Q2fHSR	Transportation from Station to Destination
Q2gHSR	Length of Time from Station to Destination
Q2hHSR	Cost to get from Rail Station to Destination
Q11-1aCR	Origin Rail Station
Q11-1bCR	Transportation to Rail Station
Q11-1cCR	Length of Time to Rail Station
Q11-1dCR	Cost to get to Rail Station
Q11-1eCR	Destination Rail Station
Q11-1fCR	Transportation from Station to Destination
Q11-1gCR	Length of Time from Station to Destination
Q11-1hCR	Cost to get from Rail Station to Destination
Q13_EXA	Choice Exercise A
Q13_EXB	Choice Exercise B
Q13_EXC	Choice Exercise C
Q13_EXD	Choice Exercise D
Q14	# of Trips to Destination Region

Q15	# of Trips for Same Purpose
Q16a	# of Trips Using Air
Q16b	# of Trips Using Car
Q16c	# of Trips Using Rail
Q16d	# of Trips Using Bus
Q17	Age
Q18	# of People in Household
Q19	# of Minors in Household
Q20	# of People who work outside the home
Q21	# of Registered Motor Vehicles
Q22	Highest level of education
Q23	Current Job Status
Q24	Approximate total Income
Q26	Gender
R_resp	Recruit Survey Respondent #
fname	First name (this information not included in final data file)
lname	Last name (this information not included in final data file)
phone	Phone number
Ocounty	Origin county for surveyed trip
Dcounty	Destination county for surveyed trip
Purpose	Trip purpose
Version	Choice exercise version number
Lang	Language in which survey was conducted

Data Fields Imported from Recruit Survey

Rrespnum	Respondent #
RQ3	Any Auto Trips Made to Target Region
RQ4	Any Auto Trips Made to Other Target Region
RQ7	Destination City Originally Identified
Rcity	Where Survey Packet was Mailed to
Rzip	Zip Code Survey Packet was Mailed to
RQ10	If Address is Home Location
RQ10a	Intersection Near Home Location
RQ10b	Respondent's City of Residence if Different than "Rcity"
RQ10c	Respondent's Zip Code if Different than "Rzip"
RQ12	Date of Auto Trip
RQ13a	Destination: Place
RQ13b	Destination: Intersection or Street Address
Rdcity	Destination City: (Confirmed with Respondent)
RQ13d	Destination: Zip Code
Rdate	Date of Recruitment
Rog sequence	Original Sequence of Respondents in Date File
Rod version	Origin/Destination Version of Survey Packet
Rversion	Choice exercise version #

Code Sheet

- There were 2 versions of telephone survey questionnaire: an auto trip version and a rail version. For the most part, the basic questions on both version were the same. The field *Type* included a flag which indicates whether the record is an auto trip version (type = 0) or a rail version (type = 1). Additionally, the *Rrespnum* for the Rail questionnaires are numbered 5001 and over.
 - This code sheet includes a summary of the question wording, refer to the actual questionnaire for complete question wording.
-

Q: Respnum

Q:Q2

Hello, my name is _____, and I'm calling from Corey Research.
May I please speak with _____?

I'm calling to follow-up on the survey we started on _____ [Recruit Day and Date]. When we spoke to you before, we told you we were going to mail you some survey materials in a large envelope with a red box that says "California High Speed Rail Survey". Do you have these materials handy or can you get them now?

- | | |
|---|--------------------|
| 1 | Yes |
| 2 | No, misplaced |
| 3 | No, never received |

Q:Q3

3. Can I arrange to send you some replacement materials?

- | | |
|---|------------|
| 1 | Yes |
| 2 | No/Refused |

Q:Q4

4. We will be re-sending you the survey materials in the next few days. We would like to call you back in about a week to collect your responses. Is [interview time] a good time to reach you?

Thank and discontinue.

[INTERVIEWER: Note that the material needs to be re-sent on your sample sheet. Also note the best time to call back respondent]

Q:Type

INTERVIEWER: Please indicate what type of sample you are working from -

- | | |
|---|--|
| 0 | Auto Recruit Sample (WHITE sample sheet) |
| 1 | Rail Recruit Sample (PINK sample sheet) |

Q:Q5

5. As you may recall, we spoke to you about an automobile trip you made from your home to _____[destination city]. You told us that you traveled for the purpose of _____[purpose].

Do you recall this trip?

- | | |
|---|---|
| 1 | YES |
| 2 | NO / REFUSE (Thank and terminate interview) |

Q:Q6

6. On the trip you described to us, you indicated there were a total of _____
[NUMBER OF PERSONS IN PARTY] persons - including yourself - traveling in your party.

- | | | | |
|---|------------------------|---|--------------|
| 1 | One, just yourself | 6 | Six |
| 2 | Two | 7 | Seven |
| 3 | Three | 8 | Eight |
| 4 | Four | 9 | Nine or More |
| 5 | Five or more (specify) | | |
| 0 | DK/NA/Refused | | |

Q:Q6a

6a. How many, including yourself, were adults 18 years of age or older?

- | | | | |
|---|------------------------|---|--------------|
| 1 | One, just yourself | 6 | Six |
| 2 | Two | 7 | Seven |
| 3 | Three | 8 | Eight |
| 4 | Four | 9 | Nine or More |
| 5 | Five or more (specify) | | |
| 0 | DK/NA/Refused | | |

Q:Q6b

6b. In total, how many, including yourself, were family members?

- | | | | |
|---|------------------------|---|--------------|
| 1 | One, just yourself | 6 | Six |
| 2 | Two | 7 | Seven |
| 3 | Three | 8 | Eight |
| 4 | Four | 9 | Nine or More |
| 5 | Five or more (specify) | | |
| 0 | DK/NA/Refused | | |

Q:Q7

7. On this trip how many nights, if any, were you away from home?

- | | |
|---|----------------------------|
| 0 | None |
| 1 | One night |
| 2 | Two - Three nights |
| 3 | Four - Six nights |
| 4 | One week or more (specify) |
| 5 | DK/NA/Refused |

Q:Q7a

7a. On the trip that we are talking about, was _____[destination city]
your final destination*?

- 1 YES
- 2 NO (NOT final destination)

Q:Q7b

(If NOT FINAL DESTINATION on previous question, note details of trip and read Q7b)

7b. For the next few questions, we would like to get your reaction to a simple
roundtrip between your home and _____[destination city].

Q:Modes

INTERVIEWER: Enter MODE VERSION number from your sample sheet.

- 1 AUTO, AIR, HIGH SPEED RAIL
- 2 AUTO, CONVENTIONAL RAIL, HIGH SPEED RAIL
- 3 AUTO, AIR, HIGH SPEED RAIL, CONVENTIONAL RAIL

As you may have noticed in the booklet we sent to you, we are trying to assess
reactions to various modes of travel. These include:

Automobile, Air, and

High Speed Rail* (which would be a bullet train between regions in California).

Q:Q1aAIR

(Question series 1a through 1h on page 3 in the mailed packet).

For the next few questions, assume that you were going to take an AIRPLANE to
make A TRIP LIKE THE ONE WE ARE DISCUSSING

1aAIR. Which AIRPORT do you think you would use to start your trip (from home)?

Northern California Airports

- 1 San Francisco (SFO)
- 2 Oakland (OAK)
- 3 Sacramento (SMF)
- 4 San Jose (SJC)

Central/S. Calif Airports

- 5 Fresno (FAT)
- 6 Los Angeles (LAX)
- 7 Bakersfield (BFL)
- 8 Burbank (BUR)
- 9 Modesto (MOD)*
- 10 Ontario (ONT)
- 11 John Wayne (SNA)
- 12 Long Beach (LGB)
- 13 San Diego (SAN)

Other Airports (Added)

- 15 Carlsbad/Palomar Airport
- 16 Inyokern Airport
- 17 Palmdale Airport
- 18 Palm Springs Airport
- 19 Visalia
- 20 Santa Barbara
- 21 Oxnard
- 22 Lake Tahoe

14 Other (specify other airport in Calif)

Q:Q1bAIR

1bAIR. How do you think you would get to that airport?

- 1 Drive and park
- 2 Rental Car
- 3 Get dropped off
- 4 Taxi/Shuttle
- 5 Bus
- 6 Train
- 7 Walk

- 8 Other (specify)
- 9 Don't Know

Q:Q1cAIR

1cAIR. About how long do you think it would take you to get to the airport you selected (a "best guess" estimate is fine)? ____ minutes

Interviewer: Type in '999' if Don't Know.

Q:Q1dAIR

1dAIR. About how much do you think it would cost to get to the airport (including fares, gas, etc. but not including parking or rental car costs)? \$_____

Note: Use Decimals in the amount above.

Interviewer: Type in \$999.99 if Don't Know

Q:Q1d-1AIR

1d-1AIR. About how much in total would it cost for airport parking? \$_____

Note: Use Decimals in the amount above.

Interviewer: Type in \$999.99 if Don't Know

Q:Q1eAIR

1eAIR. Which airport do you think you would fly into?

Northern California Airports	Central/S. Calif Airports	Other Airports (Added)
1 San Francisco (SFO)	5 Fresno (FAT)	15 Carlsbad/Palomar Airport
2 Oakland (OAK)	6 Los Angeles (LAX)	16 Inyokern Airport
3 Sacramento (SMF)	7 Bakersfield (BFL)	17 Palmdale Airport
4 San Jose (SJC)	8 Burbank (BUR)	18 Palm Springs Airport
	9 Modesto (MOD)*	19 Visalia
	10 Ontario (ONT)	20 Santa Barbara
	11 John Wayne (SNA)	21 Oxnard
	12 Long Beach (LGB)	22 Lake Tahoe
	13 San Diego (SAN)	
	14 Other (specify other airport in Calif)	

*Commercial flights are not available at Modesto airport

Q:Q1fAIR

1fAIR. How do you think you would get from that airport to your destination?

- 1 Drive and park
- 2 Rental Car
- 3 Get picked up
- 4 Taxi/Shuttle
- 5 Bus
- 6 Train
- 7 Walk
- 8 Other (specify)
- 9 Don't Know

Q:Q1gAIR

1gAIR. About how long do you think it would take you to get from the airport to your destination (a "best guess" estimate is fine)?

Interviewer: Type in '999' if Don't Know.

Q:Q1hAIR

1hAIR. About how much do you think it would cost to get from the airport to your destination (including fares, gas, etc. but not including parking or rental car costs)? \$_____

Note: Use Decimals in the amount above.

Interviewer: Type in \$999.99 if Don't Know

Q:Q1aCR

(Question series 1a through 1h on page 3 in the mailed packet)

For the next few questions, assume that you were going to use Conventional Rail (like Amtrak) for a trip like the one we are discussing.

1aCR. Which of the Conventional Rail station locations do you think you would use to start your trip (from home)?

Selected Station Locations (other stations may be specified)

San Francisco Bay Area

- 1 Chico
- 2 Davis
- 3 Santa Clara
- 4 Downtown San Jose
- 5 Salinas
- 6 Downtown Oakland
- 7 Oakland Airport
- 8 Fremont/Union City
- 9 Pleasanton

Central Valley

- 10 Sacramento
- 11 Stockton
- 12 Tracy
- 13 Modesto
- 14 Merced
- 15 Fresno
- 16 Bakersfield
- 31 Hanford/Visalia

Southern California

- 17 Palmdale/Lancaster
- 18 Sylmar/S. Fernando Vly
- 19 Downtown Burbank
- 20 Los Angeles (Union Station)
- 21 Norwalk
- 22 Anaheim
- 23 Irvine
- 24 East San Gabriel Valley
- 25 Ontario Airport
- 26 Riverside
- 27 Temecula Valley
- 28 Escondido
- 29 University City
- 30 San Diego

Conventional Rail (Added Stations)

- 33 Antioch
- 34 Auburn
- 35 Belmont
- 36 Berkeley
- 37 Denai (Turlock)
- 38 Emeryville
- 39 Folsom
- 40 Gilroy
- 41 Hayward
- 42 Lodi
- 43 Madera
- 44 Manteca
- 45 Martinez
- 46 Marysville
- 47 Millbrae/Daly City/San Bruno
- 48 Mt. View
- 49 Napa
- 50 Petaluma
- 51 Placerville
- 52 Reno
- 53 Richmond
- 54 Rocklin
- 55 Roseville
- 56 San Francisco
- 57 Santa Rosa
- 58 Suisun/Fairfield
- 59 Truckee
- 60 Vallejo
- 61 Wasco
- 62 Bishop
- 63 Camarillo
- 64 Chatsworth
- 65 Chino

66 Corona
67 Fullerton
68 Glendale
69 Long Beach
70 National City
71 Oceanside
72 Orange
73 Palm Springs
74 Pasadena
75 San Bernardino
76 San Juan Capistrano
77 Santa Ana
78 Santa Clarita
79 Simi Valley
80 Solana Beach
81 Ventura
32 Other (specify other station)

Q:Q1bCR

1bCR. How do you think you would get to that station?

- 1 Drive and park
- 2 Rental Car
- 3 Get dropped off
- 4 Taxi/Shuttle
- 5 Bus
- 6 Train
- 7 Walk
- 8 Other (specify)
- 9 Don't Know
- 0 Bicycle

Q:Q1cCR

1cCR. About how long do you think it would take you to get to the station you selected (a "best guess" estimate is fine)?

Interviewer: Type in '999' if Don't Know.

Q:Q1dCR

1dCR. About how much do you think it would cost to get to the station (including fares, gas, etc. but not including parking or rental car costs)?

Interviewer: Type in \$999.99 if Don't Know

Q:Q1eCR

1eCR. At which (conventional rail) station location do you think you would get off the train?

Interviewer - Type in Station Code:

Selected Station Locations

San Francisco Bay Area

- 1 Chico
- 2 Davis
- 3 Santa Clara
- 4 Downtown San Jose
- 5 Salinas
- 6 Downtown Oakland
- 7 Oakland Airport
- 8 Fremont/Union City
- 9 Pleasanton

Central Valley

- 10 Sacramento
- 11 Stockton
- 12 Tracy
- 13 Modesto
- 14 Merced
- 15 Fresno
- 16 Bakersfield
- 31 Hanford/Visalia

Southern California

- 17 Palmdale/Lancaster
- 18 Sylmar/S. Fernando Vly
- 19 Downtown Burbank
- 20 Los Angeles (Union Station)
- 21 Norwalk
- 22 Anaheim
- 23 Irvine
- 24 East San Gabriel Valley
- 25 Ontario Airport
- 26 Riverside
- 27 Temecula Valley
- 28 Escondido
- 29 University City
- 30 San Diego

Conventional Rail (Added Stations)

- 33 Antioch
- 34 Auburn
- 35 Belmont
- 36 Berkeley
- 37 Denai (Turlock)
- 38 Emeryville
- 39 Folsom
- 40 Gilroy
- 41 Hayward
- 42 Lodi
- 43 Madera
- 44 Manteca
- 45 Martinez
- 46 Marysville
- 47 Millbrae/Daly City/San Bruno
- 48 Mt. View
- 49 Napa
- 50 Petaluma
- 51 Placerville
- 52 Reno
- 53 Richmond
- 54 Rocklin
- 55 Roseville
- 56 San Francisco
- 57 Santa Rosa
- 58 Suisun/Fairfield
- 59 Truckee
- 60 Vallejo
- 61 Wasco
- 62 Bishop
- 63 Camarillo
- 64 Chatsworth
- 65 Chino
- 66 Corona
- 67 Fullerton
- 68 Glendale
- 69 Long Beach
- 70 National City
- 71 Oceanside
- 72 Orange
- 73 Palm Springs
- 74 Pasadena
- 75 San Bernardino
- 76 San Juan Capistrano
- 77 Santa Ana
- 78 Santa Clarita
- 79 Simi Valley
- 80 Solana Beach
- 81 Ventura
- 32 Other (specify other station)

Q:Q1fCR

1fCR. How do you think you would get from that station to your destination?

- 1 Drive and park
- 2 Rental Car
- 3 Get picked up
- 4 Taxi/Shuttle
- 5 Bus
- 6 Train
- 7 Walk
- 8 Other (specify)
- 9 Don't Know
- 0 Bicycle

Q:Q1gCR

1gCR. About how long do you think it would take you to get from the station to your destination (a "best guess" estimate is fine)? _____ minutes

Interviewer: Type in '999' if Don't Know.

Q:Q1hCR

1hCR. About how much do you think it would cost to get from the station to your destination (including fares, gas, etc. but not including parking or rental car costs)? \$_____

Interviewer: Type in \$999.99 if Don't Know

Q:Q10intro

Now I would like you to refer to the insert in the booklet we mailed to you that includes a map and station listing of the proposed High Speed Rail System. Please take a moment or two to review it.

(Question series 2a through 2h on page 3 in the mailed packet)

For the next few questions, assume that you were going to use High Speed Rail for A TRIP LIKE THE ONE WE ARE DISCUSSING.

Q:Q2aHSR

2aHSR. Which of the High Speed Rail station locations do you think you would use to start your trip (from home)?

Potential Station Locations

San Francisco Bay Area	Central Valley	Southern California
1 San Francisco	10 Sacramento	17 Palmdale
2 Millbrae (SFO)	11 Stockton	18 Sylmar
3 Palo Alto/Redwood City	12 Tracy	19 Burbank
4 San Jose	13 Modesto	20 Los Angeles
5 Gilroy	14 Merced	21 Norwalk
6 Oakland	15 Fresno	22 Anaheim
7 Oakland Airport	16 Bakersfield	23 Irvine
8 Fremont/Union City	31 Visalia	24 East San Gabriel Valley
9 Pleasanton		25 Ontario
		26 Riverside
		27 Temecula Valley
		10

- 28 Escondido
- 29 University City
- 30 San Diego
- 32 Other (specify)

Q:Q2bHSR

2bHSR. How do you think you would get to that station?

- 1 Drive and park
- 2 Rental Car
- 3 Get dropped off
- 4 Taxi/Shuttle
- 5 Bus
- 6 Train
- 7 Walk
- 8 Other (specify)
- 9 Don't Know
- 0 Bicycle

Q:Q2cHSR

2cHSR. About how long do you think it would take you to get to the station you selected (a "best guess" estimate is fine)? _____ minutes

Interviewer: Type in '999' if Don't Know.

Q:Q2dHSR

2dHSR. About how much do you think it would cost to get to the station (including fares, gas, etc. but not including parking or rental car costs)? \$_____

Interviewer: Type in \$999.99 if Don't Know

Q:Q2eHSR

2eHSR. At which (High Speed Rail) station location do you think you would get off the train?

Potential Station Locations

- | | | |
|--------------------------|----------------|----------------------------|
| San Francisco Bay Area | Central Valley | Southern California |
| 1 San Francisco | 10 Sacramento | 17 Palmdale |
| 2 Millbrae (SFO) | 11 Stockton | 18 Sylmar |
| 3 Palo Alto/Redwood City | 12 Tracy | 19 Burbank |
| 4 San Jose | 13 Modesto | 20 Los Angeles |
| 5 Gilroy | 14 Merced | 21 Norwalk |
| 6 Oakland | 15 Fresno | 22 Anaheim |
| 7 Oakland Airport | 16 Bakersfield | 23 Irvine |
| 8 Fremont/Union City | 31 Visalia | 24 East San Gabriel Valley |
| 9 Pleasanton | | 25 Ontario |
| | | 26 Riverside |
| | | 27 Temecula Valley |
| | | 28 Escondido |
| | | 29 University City |
| | | 30 San Diego |
| | | 32 Other (specify) |

Q:Q2fHSR

2fHSR. How do you think you would get from that station to your destination?

- 1 Drive and park
- 2 Rental Car
- 3 Get picked up
- 4 Taxi/Shuttle
- 5 Bus
- 6 Train
- 7 Walk
- 8 Other (specify)
- 9 Don't Know
- 0 Bicycle

Q:Q2gHSR

2gHSR. About how long do you think it would take you to get from the station to your destination (a "best guess" estimate is fine)? _____ minutes

Interviewer: Type in '999' if Don't Know.

Q:Q2hHSR

2hHSR. About how much do you think it would cost to get from the station to your destination (including fares, gas, etc. but not including parking or rental car costs)? \$_____

Note: Use Decimals in the amount above.

Interviewer: Type in \$999.99 if Don't Know

Q:Q11-1aCR

(Question series 3a through 3h on page 4 in the mailed packet)

For the next few questions, assume that you were going to use Conventional Rail (like Amtrak) for a trip like the one we are discussing.

3aCR. Which of the Conventional Rail station locations do you think you would use to start your trip (from home)?

Interviewer - Type in Station Code:

Selected Station Locations (other stations may be specified)

San Francisco Bay Area

- 1 Chico
- 2 Davis
- 3 Santa Clara
- 4 Downtown San Jose
- 5 Salinas
- 6 Downtown Oakland
- 7 Oakland Airport
- 8 Fremont/Union City
- 9 Pleasanton

Central Valley

- 10 Sacramento
- 11 Stockton
- 12 Tracy
- 13 Modesto
- 14 Merced
- 15 Fresno

Southern California

- 17 Palmdale/Lancaster
- 18 Sylmar/S. Fernando Vly
- 19 Downtown Burbank
- 20 Los Angeles (Union Station)
- 21 Norwalk
- 22 Anaheim
- 23 Irvine
- 24 East San Gabriel Valley
- 25 Ontario Airport
- 26 Riverside
- 27 Temecula Valley
- 28 Escondido
- 29 University City
- 30 San Diego

Conventional Rail (Added Stations)

- 33 Antioch
- 34 Auburn
- 35 Belmont
- 36 Berkeley
- 37 Denai (Turlock)
- 38 Emeryville
- 39 Folsom
- 40 Gilroy
- 41 Hayward
- 42 Lodi
- 43 Madera
- 44 Manteca
- 45 Martinez
- 46 Marysville
- 47 Millbrae/Daly City/San Bruno
- 48 Mt. View
- 49 Napa

16 Bakersfield
31 Hanford/Visalia

50 Petaluma
51 Placerville
52 Reno
53 Richmond
54 Rocklin
55 Roseville
56 San Francisco
57 Santa Rosa
58 Suisun/Fairfield
59 Truckee
60 Vallejo
61 Wasco
62 Bishop
63 Camarillo
64 Chatsworth
65 Chino
66 Corona
67 Fullerton
68 Glendale
69 Long Beach
70 National City
71 Oceanside
72 Orange
73 Palm Springs
74 Pasadena
75 San Bernardino
76 San Juan Capistrano
77 Santa Ana
78 Santa Clarita
79 Simi Valley
80 Solana Beach
81 Ventura

32 Other (specify other station)

Q:Q11-1bCR

3bCR. How do you think you would get to that station?

- 1 Drive and park
- 2 Rental Car
- 3 Get dropped off
- 4 Taxi/Shuttle
- 5 Bus
- 6 Train
- 7 Walk
- 8 Other (specify)
- 9 Don't Know

Q:Q11-1cCR

3cCR. About how long do you think it would take you to get to the station you selected (a "best guess" estimate is fine)?

Interviewer: Type in '999' if Don't Know.

Q:Q11-1dCR

3dCR. About how much do you think it would cost to get to the station (including fares, gas, etc. but not including parking or rental car costs)? \$_____

Interviewer: Type in \$999.99 if Don't Know

Q:Q11-1eCR

Selected Station Locations (other stations may be specified)

San Francisco Bay Area

- 1 Chico
- 2 Davis
- 3 Santa Clara
- 4 Downtown San Jose
- 5 Salinas
- 6 Downtown Oakland
- 7 Oakland Airport
- 8 Fremont/Union City
- 9 Pleasanton

Central Valley

- 10 Sacramento
- 11 Stockton
- 12 Tracy
- 13 Modesto
- 14 Merced
- 15 Fresno
- 16 Bakersfield
- 31 Hanford/Visalia

Southern California

- 17 Palmdale/Lancaster
- 18 Sylmar/S. Fernando Vly
- 19 Downtown Burbank
- 20 Los Angeles (Union Station)
- 21 Norwalk
- 22 Anaheim
- 23 Irvine
- 24 East San Gabriel Valley
- 25 Ontario Airport
- 26 Riverside
- 27 Temecula Valley
- 28 Escondido
- 29 University City
- 30 San Diego

Conventional Rail (Added Stations)

- 33 Antioch
- 34 Auburn
- 35 Belmont
- 36 Berkeley
- 37 Denai (Turlock)
- 38 Emeryville
- 39 Folsom
- 40 Gilroy
- 41 Hayward
- 42 Lodi
- 43 Madera
- 44 Manteca
- 45 Martinez
- 46 Marysville
- 47 Millbrae/Daly City/San Bruno
- 48 Mt. View
- 49 Napa
- 50 Petaluma
- 51 Placerville
- 52 Reno
- 53 Richmond
- 54 Rocklin
- 55 Roseville
- 56 San Francisco
- 57 Santa Rosa
- 58 Suisun/Fairfield
- 59 Truckee
- 60 Vallejo
- 61 Wasco
- 62 Bishop
- 63 Camarillo
- 64 Chatsworth
- 65 Chino
- 66 Corona
- 67 Fullerton
- 68 Glendale
- 69 Long Beach
- 70 National City
- 71 Oceanside
- 72 Orange
- 73 Palm Springs
- 74 Pasadena
- 75 San Bernardino
- 76 San Juan Capistrano
- 77 Santa Ana
- 78 Santa Clarita
- 79 Simi Valley
- 80 Solana Beach
- 81 Ventura
- 32 Other (specify other station)

Q:Q11-1fCR

3fCR. How do you think you would get from that station to your destination?

- 1 Drive and park
- 2 Rental Car
- 3 Get picked up
- 4 Taxi/Shuttle
- 5 Bus
- 6 Train
- 7 Walk
- 8 Other (specify)
- 9 Don't Know

Q:Q11-1gCR

3gCR. About how long do you think it would take you to get from the station to your destination (a "best guess" estimate is fine)? _____ minutes

Interviewer: Type in '999' if Don't Know.

Q:Q11-1hCR

3hCR. About how much do you think it would cost to get from the station to your destination (including fares, gas, etc. but not including parking or rental car costs)? \$_____

Interviewer: Type in \$999.99 if Don't Know

Q:Q13intro

CHOICE EXERCISES

Now I would like you to again refer to the booklet we mailed to you. Page 2 (Introduction) introduces you to the booklet. Page 3 includes the questions we just asked you regarding taking this same trip by Air or High Speed Rail options.

Page 4 (How Would You Travel) introduces the "choice exercises" shown on the following pages. Pages 5 through 8 present four "choice exercises", with each exercise showing different options that you might have for traveling between your home and _____ (destination city).

Q:Q13_EXA

Please turn to page 5 of your booklet. This page is titled "Choice Exercise A". Please review the three options that are presented on this page. Remember we are interested in the specific trip we have been discussing (the one you took from your home to _____ (destination city)).

3a. If these were the only options available to you, which option would you have selected for your recent trip? (Read responses, check one only).

- 1 Travel by Car
- 2 Travel by Air
- 3 Travel by High Speed Rail
- 4 Travel by Conventional Rail
- 5 Don't Know (Do not read)

Q:Q13_EXB

3b. Now please turn to page 6 of your booklet. This page is entitled "Choice Exercise B". Please review the three options that are presented on the page. If these were the only options available to you, which option would you have selected for your recent trip? (Read responses, check one only).

- 1 Travel by Car
- 2 Travel by Air
- 3 Travel by High Speed Rail
- 4 Travel by Conventional Rail
- 5 Don't Know (Do not read)

Q:Q13_EXC

3c. Now please turn to page 7 of your booklet. This page is entitled "Choice Exercise C". Please review the three options that are presented on the page. If these were the only options available to you, which option would you have selected for your recent trip? (Read responses, check one only).

- 1 Travel by Car
- 2 Travel by Air
- 3 Travel by High Speed Rail
- 4 Travel by Conventional Rail
- 5 Don't Know (Do not read)

Q:Q13_EXD

3d. Now please turn to page 8 of your booklet. This page is entitled "Choice Exercise D". Please review the three options that are presented on the page. If these were the only options available to you, which option would you have selected for your recent trip? (Read responses, check one only).

- 1 Travel by Car
- 2 Travel by Air
- 3 Travel by High Speed Rail
- 4 Travel by Conventional Rail
- 5 Don't Know (Do not read)

Q:Q14

TRIP FREQUENCY IN THE PAST SIX MONTHS

14. During the initial interview you mentioned that you made _____ (Q16 from sample) trips by any mode - car, airplane, train, etc. - from home to _____ (destination region) within the previous six months. Does that sound correct?

INTERVIEWER: Code in Q16 - TOTAL TRIPS from Sample^:

TOTAL TRIPS:

^ update this total if respondent indicates the number for the recruit survey is incorrect.

Q:Q15

15. How many of these trips were for the same purpose as the trip we have been discussing?

Total # of trips. (same purpose, same origin/destination)

Q:Q16a

16. Of these trips you took (for the same purpose), can you tell me how many were made by car, how many by air, how many by rail, and how many by bus? (Interviewer: Probe for each): And were those roundtrips by (air/car/rail/bus)?

Note: Include auto trip we have been discussing in counts below

Q16a: Air:

Q16b: Car:

Q16c: Rail:

Q16d: Bus:

(Interviewer note: On this question, we are assuming that each "trip" made by the respondent was a roundtrip using the same mode. That is, if the respondent took three roundtrips by air from San Francisco to Los Angeles in the past 6 months, the number shown for air should be 3. If, however, the respondent used a different mode to go down and back, you will need to indicate this by using decimal #s. Example: If a respondent took one trip from SF-LA in the past 6 months. On this trip the person took a bus on the trip down, and a plane on the way back, the number should be .5 for bus and .5 for air. This procedure will be reviewed with interviewers during the training session)

Q:Q17

17. Now to finish up, I would like to ask you a few questions for classification purposes only. All your responses will be kept strictly confidential. In which of these categories does your age fall?

(Read responses, select one only)

- 1 18 to 24 years old
- 2 25 to 34
- 3 35 to 44
- 4 45 to 54
- 5 55 to 64
- 6 65 to 74
- 7 75 and over
- 8 Refuse (DO NOT READ)

Q:Q18

18. Including yourself, how many people currently live in your household?

[INTERVIEWER: Type in '99' if DK/Refused]

Q:Q19

19. And how many of these people in your household are under the age of 18?

[INTERVIEWER: Type in '99' if DK/Refused]

Q:Q20

20. Including yourself, how many of the people in your household work outside the home, either on a full-time or part-time basis? (Note: Do not include "work from home" in this category)

[INTERVIEWER: Type in '99' if DK/Refused]

Q:Q21

21. How many registered vehicles, including cars, light trucks, or vans) are available to members of your household?

[INTERVIEWER: Type in '99' if DK/Refused]

Q:Q22

22. What is the highest level of education that you have completed?
(Read responses, select one only)

- 1 Some high school or less (Grade 1-11)
- 2 High school graduate or equivalent
- 3 Some college or technical school
- 4 College graduate
- 5 Graduate or Professional Degree
- 6 Refuse (Do Not Read)

Q:Q23

23. What is your current job status?
(Read responses, select one only)

- 1 Employed full-time*
- 2 Employed part-time*
- 3 Unemployed
- 4 Retired
- 5 Homemaker
- 6 Student
- 7 Other (specify) (Do Not read)
- 8 Refuse (Do Not read)

*include self-employed in these categories

Q:Q24

24. What was your approximate total annual household income before taxes last year (2004)? (Read responses, select one only)

- 1 Under \$5,000
- 2 \$5,000 - under \$25,000
- 3 \$25,001 - \$35,000
- 4 \$35,001 - \$50,000
- 5 \$50,001 - \$75,000
- 6 \$75,001 - \$100,000
- 7 \$100,001 - \$150,000
- 8 \$150,001 and over
- 9 Refuse (Do Not Read)

Q:Q25

25. Those are all the questions we have! Thank you so much for your help.
 (If appropriate, add: Information from this survey will help shape
 transportation planning decisions in California)

RESPONDENT COMMENTS:

Q:Q26

RECORD GENDER:

- 1 MALE
- 2 FEMALE

Q:R_resp# Recruit Respondent Number (r_resp#):

Q:Phone Phone Number

Q:OCounty

Southern California Targeted Regions

- 1 San Diego county (San Diego area)
- 2 Los Angeles county (LA area)
- 3 San Bernardino county (LA area)
- 4 Orange county (LA area)
- 5 Riverside county (LA area)
- 6 Ventura (LA area)
- 7 Kern county (Bakersfield area)

Northern California Targeted Regions

- 8 Tulare county (Tulare/Visalia area)
- 9 King county (Tulare Visalia area)
- 10 Fresno county (Fresno area)
- 11 Madera county (Fresno area)
- 12 Merced county (Merced area)

13 Sonoma county (SF Bay area)

14 Napa county (SF Bay area)

15 Solano county (SF Bay area)

16 Marin county (SF Bay area)

17 Contra Costa county (SF Bay area)

18 Alameda county (SF Bay area)

19 San Francisco county (SF Bay area)

20 San Mateo county (SF Bay area)

21 Santa Clara county (SF Bay area)

22 San Joaquin cnty (Modesto/Stockton)

23 Stanislaus cnty (Modesto/Stockton)

24 Sacramento cnty (Sacramento area)

25 Yolo county (Sacramento area)

26 Sutter county (Sacramento area)

27 Yuba county (Sacramento area)

28 Placer county (Sacramento area)

29 El Dorado county (Sacramento area)

Q:DCounty

Southern California Targeted Regions

- 1 San Diego county (San Diego area)
- 2 Los Angeles county (LA area)
- 3 San Bernardino county (LA area)
- 4 Orange county (LA area)
- 5 Riverside county (LA area)
- 6 Ventura (LA area)
- 7 Kern county (Bakersfield area)

Northern California Targeted Regions

- 8 Tulare county (Tulare/Visalia area)
- 9 King county (Tulare Visalia area)
- 10 Fresno county (Fresno area)
- 11 Madera county (Fresno area)
- 12 Merced county (Merced area)

13 Sonoma county (SF Bay area)

14 Napa county (SF Bay area)

15 Solano county (SF Bay area)

16 Marin county (SF Bay area)

17 Contra Costa county (SF Bay area)

18 Alameda county (SF Bay area)

19 San Francisco county (SF Bay area)

20 San Mateo county (SF Bay area)

21 Santa Clara county (SF Bay area)

22 San Joaquin cnty (Modesto/Stockton)

23 Stanislaus cnty (Modesto/Stockton)

24 Sacramento cnty (Sacramento area)

25 Yolo county (Sacramento area)

26 Sutter county (Sacramento area)

27 Yuba county (Sacramento area)

28 Placer county (Sacramento area)

29 El Dorado county (Sacramento area)

Q:Purpose

Pick up PURPOSE from Sample Sheet:

- 1 Business
- 2 Work Commute
- 3 Vacation/Pleasure/Recreation
- 4 Visit Friends or Relatives
- 5 Personal or family matters
- 6 Go to or from school
- 7 Other (specify)

Q:Version

Pick up VERSION # from Sample Sheet:

Q:Lang

LANGUAGE INTERVIEW CONDUCTED IN:

- 0 ENGLISH
- 1 SPANISH

Data fields from Recruit Survey

Q:RQ3

3. In the past six months, have you made any AUTO^ TRIPS from your home to a destination in Northern California?

^(includes cars, pick-ups, SUV's, but not motorcycles)

- 1 YES
- 2 NO / DON'T KNOW

Southern California Targeted Regions (Read list if necessary)

San Diego area (San Diego county)

Los Angeles area (counties: L.Angeles,San Bernardino,Orange,Riverside,Ventura)

Bakersfield (county: Kern)

Northern California Targeted Regions (Read list if necessary)

Tulare County/Visalia (counties: Tulare, King)

Fresno (counties: Fresno, Madera)

Merced (county: Merced)

San Francisco Bay (counties: Sonoma, Napa, Solano, Marin, Contra Costa,

Alameda, San Francisco, San Mateo, Santa Clara)

Modesto/Stockton (county: San Joaquin, Stanislaus)

Sacramento (county: Sacramento, Yolo, Sutter, Yuba, Placer, El Dorado)

Q:RQ4

4. Have you made any other auto trips outside the to another region in Northern California?

- 1 Yes
- 2 No / Don't Know

Southern California Targeted Regions (Read list if necessary)

San Diego area (San Diego county)

Los Angeles area (counties: L.Angeles,San Bernardino,Orange,Riverside,Ventura)

Bakersfield (county: Kern)

Northern California Targeted Regions (Read list if necessary)

Tulare County/Visalia (counties: Tulare, King)

Fresno (counties: Fresno, Madera)
Merced (county: Merced)
San Francisco Bay (counties: Sonoma, Napa, Solano, Marin, Contra Costa,
Alameda, San Francisco, San Mateo, Santa Clara)
Modesto/Stockton (county: San Joaquin, Stanislaus)
Sacramento (county: Sacramento, Yolo, Sutter, Yuba, Placer, El Dorado)

Q:RQ7

7. Can you please tell me (the city) where you went on your most recent auto trip (to destination area)?

City:

9. Would you spell your name and give me your home address or mailing address (so I can mail you the survey packet)?

Q:Rfirstname First name
Q:Rlastname Last name
Q:Rcity Mailing address
Q:Rzip Zip code

Q:RQ10

10. Is this address your home location?

- 1 Yes
- 2 No

Q:RQ10a

10. May I ask for an intersection near your home (cross streets) or your home address please.

Q:RQ10a a. Street Address or Intersection:
Q:RQ10b b. City:
Q:RQ10c c. Zip:

(Interviewer Note: If respondent refuses to give intersection, city, and zip, try for City at a minimum.)

Q:RQ12

12. Before we send you the survey materials, we would like to know a little more about your last auto trip from home to
(this was the city typed in on Q7)

May I ask the approximate dates of that last trip?

Dates are assumed to be in 2005

Q:RQ13a

13. Can you tell me the location of the destination in
(Destination) Place Name:

Q:RQ13b

Do you recall the address or street intersection where you went?
(Destination) Street Address*:

Q:RDCity

(Destination) City:

Q:RQ13d

(Destination) Zip: [Type in '00000' if don't know zip]

*If Street Address not available, record street names of intersections.

INTERVIEWER: Get as much information as possible. At minimum, record a city name.
Additional location information.

Q:Rdate

Date of recruitment.

Q:Rog sequence

Original sequence of respondents on data file.

Q:Rversion

Origin/destination version of survey packet mailed

Q:Rmodes

Identifies region-region version of survey packet mailed

Field Guide and Code Sheet

Airport and Rail Self-Administered Questionnaires

MTC High Speed Rail Survey

Field Guide

Respnum	Inputting Program ID#
CCGID	CCG ID #:
Packet	Packet ID #:
Oair	Origin Airport: ^
Dair	Destination Airport Code: ^
Airline	Airline Code: ^
RtrNum	Train #: ^^
Rsys	Rail System: ^^
ROSta	Train Station Boarded: ^^
RDSta	Train Station Exited: ^^
Rdate	Date ^^
Q1	Starting air travel here: ^
Q2	End of flight is final destination: ^
Q3	Trip purpose
Q4	# of people in party
Q4a	# of people filling out survey
Q5a	Origin: Place name
Q5b	Origin: Exact street address
Q5c	Origin: Intersection
Q5d	Origin: City
Q5e	Origin: State
Q5f	Origin: Zip
Q6a	Destination: Place name
Q6b	Destination: Exact street address
Q6c	Destination: Intersection
Q6d	Destination: City
Q6e	Destination: State
Q6f	Destination: Zip
Q7	Home zip code
Q8	Vehicle available
Q9	# of nights
Q10	Checked luggage ^
RQ10	Had luggage ^^
Q11	Train fare/airfare
Q11a-1 / Q11a-2 / Q11a-3 / Q11a-4	Usage of frequent flyer miles, discounts, etc.
Q12	One way or round trip ticket ^
RQ12	Type of ticket? ^^
Q13	Reimbursed for the cost of the ticket
Q14	Traveling first class... ^
Q15a	Mode to station/airport
Q15b	Mode from station/airport to destination
Q16a	Time to get to train/airport
Q16b	Time to get from train station
Q17a	Cost to get to station/airport
Q17b	Cost to get from station/airport
Q18	Parked
Q18a	Cost for parking
Q19	Time arrived before scheduled departure

^ question/field included on airport survey only

^^ question/field included on rail survey only

Questions below RQ20air thru RQ27aAir included on Metrolink Rail survey only (Airport access and egress information for this trip)

RQ20air	Airport would you use to start trip^^ (Metrolink Only)
RQ21air	Mode to airport^^ (Metrolink Only)
RQ22air	Time to get to airport^^ (Metrolink Only)
RQ22aAir	Time - Don't know box checked^^ (Metrolink Only)
RQ23air	Cost to get to airport^^ (Metrolink Only)
RQ23aAir	Cost - Don't know box checked ^^ (Metrolink Only)
RQ24air	Airport would fly into ^^ (Metrolink Only)
RQ25air	Mode to destination^^ (Metrolink Only)
RQ26air	Time to destination ^^ (Metrolink Only)
RQ26aAir	Don't know box checked ^^ (Metrolink Only)
RQ27air	Cost to get from airport ^^ (Metrolink Only)
RQ27aAir	Don't know box checked^^ (Metrolink Only)

Q20	High Speed Rail station would use to start your trip
Q21	Mode to HSR station
Q22	Time to get to HSR station
Q22a	Time - Don't know box checked
Q23	Cost to get to HSR station
Q23a	Cost - Don't know box checked
Q24	HSR station where would get off train
Q25	Mode from HSR station
Q26	Time to destination
Q26a	Time – Don't know box checked
Q27	Cost to get from station
Q27a	Cost – Don't know box checked
AIRCODE	Choice exercise region origin-destination^
VERSION	Choice exercise version number
Q28	Choice exercise A
Q29	Choice exercise B
Q30	Choice exercise C
Q31	Choice exercise D
Q32a	Number of trips by Air
Q32b	Number of trips by Car
Q32c	Number of trips by Rail
Q32d	Number of trips by Bus
Q32e	Total number of trips
Gender	Gender
Age	Age
JobStat	Job status
Educ	Education
Income	Income range
HHNUM	Total number of persons in household
WORKNUM	Number of persons in household who work outside the home
CHLDNUM	Number of persons under 18 in household
CARNUM	Number of registered cars in household
Contact	OK to contact
Email	Email address
Mail	Survey received by mail
MailDte	Date mailed in survey received
Type	Type of questionnaire: Air or Rail

^ question/field included on airport survey only

^^ question/field included on rail survey only

Code Sheet

- There were 2 versions of questionnaire: an airport version and a rail version. For the most part, the basic questions on both version were the same. Questions or data fields that were different are flagged (using: ^ for air; and ^^ for rail). The field *Type* included a flag which indicates whether the record is an airport version or a rail version. Additionally, the *Respnum* for the Rail questionnaires are numbered 7001 and over.
- This code sheet includes a summary of the question wording, refer to the actual questionnaire for complete question wording.
- A survey was considered complete, and inputted, if at least 4 (of 6) pages of survey booklet was filled out and at least 2 (of 4) choice exercises was completed.
- 0 = blank unless otherwise specified.
- Multiple response questions included in this data file: Q11a-1, Q11a-2, Q11a-3, Q11a-4. These multiple response questions will have an “out” code used by the inputting program. It will be the last code for each of these questions (i.e. for Q.11a-1 it is code 4). This “out” code should be ignored for any crosstab or analysis purposes

Q:Respnum

Inputting Program ID#

Q:CCGID

CCG ID #:

Q:Packet

Packet ID #:

Q:Oair

Origin Airport:^

- | | |
|---|---------------------|
| 1 | San Francisco (SFO) |
| 2 | Oakland (OAK) |
| 3 | Sacramento (SMF) |
| 4 | San Jose (SJC) |
| 5 | Fresno (FAT) |
| 6 | Los Angeles (LAX) |
| 7 | Other |
| 8 | San Diego (SAN) |

Q:Dair

Destination Airport Code:^

- | | |
|----|---------------------|
| 1 | San Francisco (SFO) |
| 2 | Oakland (OAK) |
| 3 | Sacramento (SMF) |
| 4 | San Jose (SJC) |
| 5 | Fresno (FAT) |
| 6 | Los Angeles (LAX) |
| 7 | Bakersfield (BFL) |
| 8 | Burbank (BUR) |
| 9 | Modesto (MOD) |
| 10 | Ontario (ONT) |
| 11 | John Wayne (SNA) |
| 12 | Long Beach (LGB) |
| 13 | San Diego (SAN) |
| 14 | Other |
| 0 | Blank/Don't Know |

Q:Airline

Airline Code: ^

- 1 Southwest
- 2 United
- 3 American
- 4 US Air
- 5 Jet Blue
- 6 Delta
- 7 Asiana
- 8 Alaska
- 9 Other (specify)
- 0 Blank/Don't Know

Q:RtrNum

Train #: ^^

Q:RSys

Rail System: ^^

- 1 ACE
- 2 Metrolink
- 3 Other

Q:ROSta

Train Station Boarded: ^^

- 0 BLANK
- 1 Stockton (ACE)
- 2 Lathrop / Manteca (ACE)
- 3 Tracy (ACE)
- 4 Great America (ACE)
- 5 San Jose (ACE)
- 6 Oceanside (Metrolink)
- 7 San Clemente (Metrolink)
- 8 San Juan Capistrano (Metrolink)
- 9 Laguna Niguel/Mission Viejo (Metrolink)
- 10 Irvine (Metrolink)
- 11 Tustin (Metrolink)
- 12 Other (specify)
- 13 Santa Ana (Metrolink)
- 14 Orange (Metrolink)
- 15 Anaheim (Metrolink)
- 16 Fullerton (Metrolink)
- 17 Norwalk/Santa Fe Springs (Metrolink)
- 18 Commerce (Metrolink)
- 19 LA Union Station (Metrolink)

Q:RDSta

Train Station Exited: ^^

- 0 BLANK
- 1 Stockton (ACE)
- 2 Lathrop / Manteca (ACE)
- 3 Tracy (ACE)
- 4 Great America (ACE)
- 5 San Jose (ACE)
- 6 Oceanside (Metrolink)
- 7 San Clemente (Metrolink)
- 8 San Juan Capistrano (Metrolink)
- 9 Laguna Niguel/Mission Viejo (Metrolink)
- 10 Irvine (Metrolink)
- 11 Tustin (Metrolink)

^ question/field included on airport survey only

^^ question/field included on rail survey only

- 12 Other (specify)
- 13 Santa Ana (Metrolink)
- 14 Orange (Metrolink)
- 15 Anaheim (Metrolink)
- 16 Fullerton (Metrolink)
- 17 Norwalk/Santa Fe Springs (Metrolink)
- 18 Commerce (Metrolink)
- 19 LA Union Station (Metrolink)

Q:RDate

Date:^^

(INPUTTER: Use 12-31-05 to indicate blank.)

Q:Q1

1. Starting air travel here: ^

- 1 Starting Here
- 2 Connecting
- 0 Blank

Q:Q2

2. Is the end of this flight your final destination: ^

- 1 Final air destination
- 2 Connecting
- 0 Blank

Q:Q3

3. What is the purpose of today's trip?

- 1 Business
- 2 Work commute
- 3 Vacation/Pleasure/Recreation
- 4 Visit Friends or Relatives
- 5 Personal or family matters
- 6 Go to or from school
- 7 Other (specify)
- 0 Blank

Q:Q4

4. How many people in party:

(Inputter: Use '0' to indicate blank.)

Q:Q4a

4a. How many people filling out survey:

(Inputter: Use '0' to indicate blank.)

Q:Q5

Where did you begin your current trip, where did you COME FROM?

Q5a Place Name:

Q5b Exact Street Address:

Q5c (or) Intersection:

Q5d City:

Q5e State:

Q5f Zip:

Q:Q6

Where are you GOING?

Q6a Place Name:

Q6b Exact Street Address:

Q6c (or) Intersection:

Q6d City:

^ question/field included on airport survey only

^^ question/field included on rail survey only

Q6e State:

Q6f Zip:

Q:Q7

7. Home zip code:

Q:Q8

8. Vehicle available:

- 1 No
- 2 Yes, could have driven
- 3 Yes, but very difficult / not convenient to drive
- 0 Blank

Q:Q9

9. How many nights...

- 1 None
- 2 One
- 3 Two - Three
- 4 Four - Six
- 5 One week or more
- 0 Blank

Q:Q10

10. Did you check luggage...^

- 1 Check luggage in
- 2 Carried luggage on
- 3 Both
- 4 No luggage
- 0 Blank

Q:RQ10

10. Do you have any luggage with you today^^

- 1 NO
- 2 YES
- 0 Blank

Q:Q11

11. What is approximate train fare/airfare paid for this trip?

\$

(INPUTTER: Round this amount to the nearest whole dollar. Example: If \$150.25 is written in, round it to \$150. IF BLANK: Use the number "9999" to indicate blank.)

Q:Q11a-1 / Q11a-2 / Q11a-3 / Q11a-4

11a. Check any that apply:

- 1 Used frequent flyer miles (This code Not Applicable for Rail surveys)
- 2 Used employee discount/pass
- 3 Train fare part of a package/tour
- 4 No other next question (or no boxes checked)

Q:Q12

12. One way or round trip?^

- 1 One way fare
- 2 Round trip fare
- 3 Other (specify)
- 4 Three way/multi-city/multiple stops
- 0 Blank

^ question/field included on airport survey only

^^ question/field included on rail survey only

Q:RQ12

12. Type of ticket?^^

- 1 One way
- 2 Round trip
- 3 10-trip (Metrolink only)
- 4 20-trip (ACE Train only)
- 5 Monthly pass
- 6 Multi-Line
- 7 Other (specify)
- 0 Blank

(NOTE: Train fare in Q11 was edited if necessary based on this "type of ticket" question. If One Way is selected, a one-way fare is included in Q11; if round-trip / 10-trip / 20-trip is selected, a round-trip fare is included in Q11; if Monthly Pass is selected, the cost for the entire monthly pass is included in Q11; if multi-line is selected, the amount the respondent wrote in was not edited.)

Q:Q13

13. Will you be reimbursed for the cost of the ticket...

- 1 Yes, reimbursed
- 2 No, not reimbursed
- 3 Don't know / prefer not to say
- 0 Blank

Q:Q14

14. Are you traveling first class...^

- 1 First Class
- 2 Business Class
- 3 Economy / Coach
- 4 Other
- 0 Blank

Q:RQ14

14. Where purchase ticket...^^

- 1 At the station
- 2 Online
- 3 By mail
- 4 Through an off-site vendor/outlet
- 5 Other
- 6 At work/office
- 0 Blank

Q:Q15a

15a. How GOT TO TRAIN/AIRPORT

- 1 Drive and park
- 2 Got dropped off / get picked up
- 3 Taxi / Shuttle
- 4 Light Rail / Train
- 5 Rental Car
- 6 Other (specify)
- 7 Don't know
- 8 BUS TRANSIT
- 9 WALKED (ALL THE WAY)
- 0 Blank

Q:Q15b

15b. How WILL GET TO DESTINATION

- 1 Drive and park
- 2 Got dropped off / get picked up
- 3 Taxi / Shuttle
- 4 Light Rail / Train

^ question/field included on airport survey only

^^ question/field included on rail survey only

- 5 Rental Car
- 6 Other (specify)
- 7 Don't know
- 8 BUS TRANSIT
- 9 WALKED (ALL THE WAY)
- 0 Blank

Q:Q16a

16a. Time to GET TO TRAIN STATION/AIRPORT...

- 1 Less than 15 minutes
- 2 15 minutes to 1/2 hour
- 3 1/2 hour to 1 hour
- 4 1 hour - 1 1/2 hours
- 5 1 1/2 hour - 2 hours
- 6 Over 2 hours (specify) _____
- 7 Don't know
- 8 2 – 4 hours
- 9 Over 4 hours
- 0 Blank

Q:Q16b

16b. Time to GET TO DESTINATION...

- 1 Less than 15 minutes
- 2 15 minutes to 1/2 hour
- 3 1/2 hour to 1 hour
- 4 1 hour - 1 1/2 hours
- 5 1 1/2 hour - 2 hours
- 6 Over 2 hours (specify) _____
- 7 Don't know
- 8 2 – 4 hours
- 9 Over 4 hours
- 0 Blank

Q:Q17a

17a. Cost to GET TO STATION/AIRPORT

\$

(INPUTTER: Use decimals in the amount above (do not round to whole numbers)

IF BLANK: Use the number "9999.99" to indicate blank.)

Q:Q17b

17b. Cost to GET TO DESTINATION...

\$

(INPUTTER: Use decimals in the amount above (do not round to whole numbers)

IF BLANK: Use the number "9999.99" to indicate blank.)

Q:Q18

18. Did you park...

- 1 Yes
- 2 No
- 0 Blank

Q:Q18a

18a. Cost for parking

\$

(INPUTTER: Use decimals in the amount above (do not round to whole numbers)

IF BLANK: Use the number "999.99" to indicate blank.)

Q:Q19

19. How long before your departure time/scheduled flight time did you arrive...

- 1 Less than 1/2 hour
- 2 1/2 - 1 hour
- 3 1 - 1 1/2 hour
- 4 1 1/2 - 2 hours
- 5 Over 2 hours (specify)
- 6 Don't Know
- 7 2 – 4 hours
- 8 Over 4 hours
- 0 Blank

Q:RQ20air

20. Which AIRPORT would you use to start your trip?^^ (Metrolink Only)

- 1 San Francisco (SFO)
- 2 Oakland (OAK)
- 3 Sacramento (SMF)
- 4 San Jose (SJC)
- 5 Fresno (FAT)
- 6 Los Angeles (LAX)
- 7 Bakersfield (BFL)
- 8 Burbank (BUR)
- 9 Modesto (MOD)
- 10 Ontario (ONT)
- 11 John Wayne (SNA)
- 12 Long Beach (LGB)
- 13 San Diego (SAN)
- 14 Other (specify)
- 15 Carlsbad/Palomar Airport
- 0 Blank

Q:RQ21air

21. How GET TO AIRPORT...^^ (Metrolink Only)

- 1 Drive and park
- 2 Rental car
- 3 Get dropped off
- 4 Taxi/shuttle
- 5 Bus
- 6 Train
- 7 Walk
- 8 Other (specify)
- 0 Blank

Q:RQ22air

22 (21a). How long to GET TO AIRPORT... ^^ (Metrolink Only)
minutes

(INPUTTER: Use "999" to indicate blank.)

Q:RQ22aAir

22a. Box checked... ^^ (Metrolink Only)

- 1 Box CHECKED for "I have no idea"
- 2 Box NOT Checked for "I have no idea"

Q:RQ23air

23 (21b). How much cost to GET TO AIRPORT...^^ (Metrolink Only)

\$

(INPUTTER: Use decimals in the amount above (do not round to whole numbers)

IF BLANK: Use "9999.99" to indicate blank.)

Q:RQ23aAir

23a. Box Checked ^^ (Metrolink Only)

- 1 Box CHECKED for "I have no idea"
- 2 Box NOT Checked for "I have no idea"

Q:RQ24air

24 (23). Which Airport do you think you would fly into? ^^ (Metrolink Only)

- 1 San Francisco (SFO)
- 2 Oakland (OAK)
- 3 Sacramento (SMF)
- 4 San Jose (SJC)
- 5 Fresno (FAT)
- 6 Los Angeles (LAX)
- 7 Bakersfield (BFL)
- 8 Burbank (BUR)
- 9 Modesto (MOD)
- 10 Ontario (ONT)
- 11 John Wayne (SNA)
- 12 Long Beach (LGB)
- 13 San Diego (SAN)
- 14 Other (specify)
- 0 Blank

Q:RQ25air

25 (23). How GET TO DESTINATION... ^^ (Metrolink Only)

- 1 Drive and park
- 2 Rental car
- 3 Get picked up
- 4 Taxi/shuttle
- 5 Bus
- 6 Train
- 7 Walk
- 8 Other (specify)
- 0 Blank

Q:RQ26air

26 (23a). How long to GET TO DESTINATION... ^^ (Metrolink Only)

minutes

(IF BLANK: Use "999" to indicate blank.)

Q:RQ26aAir

26a. Box checked ^^ (Metrolink Only)

- 1 Box CHECKED for "I have no idea"
- 2 Box NOT Checked for "I have no idea"

Q:RQ27air

27 (23b). How much cost to GET FROM AIRPORT... ^^ (Metrolink Only)

\$

(INPUTTER: Use decimals in the amount above (do not round to whole numbers)

IF BLANK: Use "9999.99" to indicate blank.)

Q:RQ27aAir

27a. Box Checked^^ (Metrolink Only)

- 1 Box CHECKED for "I have no idea"
- 2 Box NOT Checked for "I have no idea"

Q:Q20

20 (24). Which High Speed Rail station would you use to start your trip?

- | | | | |
|----|------------------------|----|-----------------------------|
| 1 | Downtown San Francisco | 17 | Palmdale |
| 2 | Millbrae (SFO) | 18 | Sylmar |
| 3 | Palo Alto/Redwood City | 19 | Burbank |
| 4 | San Jose | 20 | Los Angeles (Union Station) |
| 5 | Gilroy | 21 | Norwalk |
| 6 | Oakland | 22 | Anaheim |
| 7 | Oakland Airport | 23 | Irvine |
| 8 | Fremont/Union City | 24 | East San Gabriel Vly |
| 9 | Pleasanton | 25 | Ontario |
| 10 | Sacramento | 26 | Riverside |
| 11 | Stockton | 27 | Temecula Valley |
| 12 | Tracy | 28 | Escondido |
| 13 | Modesto | 29 | University City |
| 14 | Merced | 30 | San Diego |
| 15 | Fresno | 31 | Visalia |
| 16 | Bakersfield | 32 | Other (specify) |
| | | 0 | BLANK |

Q:Q21

21 (25). How GET TO STATION...

- 1 Drive and park
- 2 Rental car
- 3 Get dropped off
- 4 Taxi/shuttle
- 5 Bus
- 6 Train
- 7 Walk
- 8 Other (specify)
- 9 Bicycle
- 0 Blank

Q:Q22

22 (25a). How long to GET TO STATION...

minutes

(IF BLANK: Use "999" to indicate blank.)

Q:Q22a

22a. Box Checked

- 1 Box CHECKED for "I have no idea"
- 2 Box NOT Checked for "I have no idea"

Q:Q23

23 (25b). How much cost to GET TO STATION...

\$

(INPUTTER: Use decimals in the amount above (do not round to whole numbers)

IF BLANK: Use "9999.99" to indicate blank.)

Q:Q23a

23a. Box Checked:

- 1 Box CHECKED for "I have no idea"
- 2 Box NOT Checked for "I have no idea"

^ question/field included on airport survey only

^^ question/field included on rail survey only

Q:Q24

24 (26). Which High Speed Rail station would you get off the train?

- | | | | |
|----|------------------------|----|-----------------------------|
| 1 | Downtown San Francisco | 17 | Palmdale |
| 2 | Millbrae (SFO) | 18 | Sylmar |
| 3 | Palo Alto/Redwood City | 19 | Burbank |
| 4 | San Jose | 20 | Los Angeles (Union Station) |
| 5 | Gilroy | 21 | Norwalk |
| 6 | Oakland | 22 | Anaheim |
| 7 | Oakland Airport | 23 | Irvine |
| 8 | Fremont/Union City | 24 | East San Gabriel Vly |
| 9 | Pleasanton | 25 | Ontario |
| 10 | Sacramento | 26 | Riverside |
| 11 | Stockton | 27 | Temecula Valley |
| 12 | Tracy | 28 | Escondido |
| 13 | Modesto | 29 | University City |
| 14 | Merced | 30 | San Diego |
| 15 | Fresno | 31 | Visalia |
| 16 | Bakersfield | 32 | Other (specify) |
| | | 0 | BLANK |

Q:Q25

25 (27). How GET TO DESTINATION...

- 1 Drive and park
- 2 Rental car
- 3 Get dropped off
- 4 Taxi/shuttle
- 5 Bus
- 6 Train
- 7 Walk
- 8 Other (specify)
- 0 Blank

Q:Q26

26 (27a). How long to GET TO STATION...

minutes

(INPUTTER: Use "999" to indicate blank.)

Q:Q26a

26a. Box Checked

- 1 Box CHECKED for "I have no idea"
- 2 Box NOT Checked for "I have no idea"

Q:Q27

27 (27b). How much cost to GET FROM STATION...

\$

(INPUTTER: Use decimals in the amount above (do not round to whole numbers)

IF BLANK: Use "9999.99" to indicate blank.)

Q:Q27a

27a. Box Checked

- 1 Box CHECKED for "I have no idea"
- 2 Box NOT Checked for "I have no idea"

Q:AIRCODE

Choice Exercise Region Origin-Destination^

- 1 SAC-LA
- 2 SAC-SAN
- 3 SJC-LA
- 4 SJC-SAN
- 5 SF-SD
- 6 SF-LA
- 7 FR-LA
- 8 FR-SF
- 9 SD-LA
- 10 SD-SF

Q:VERSION

Choice Exercise Version Number:

Q:Q28

CHOICE EXERCISE A

28. Your choices are...

- 1 Travel by Car
- 2 Travel by Air
- 3 Travel by High Speed Rail
- 4 Travel by Conventional Rail
- 0 Blank

Q:Q29

CHOICE EXERCISE B

29. Your choices are...

- 1 Travel by Car
- 2 Travel by Air
- 3 Travel by High Speed Rail
- 4 Travel by Conventional Rail
- 0 Blank

Q:Q30

CHOICE EXERCISE C

30. Your choices are...

- 1 Travel by Car
- 2 Travel by Air
- 3 Travel by High Speed Rail
- 4 Travel by Conventional Rail
- 0 Blank

Q:Q31

CHOICE EXERCISE D

31. Your choices are...

- 1 Travel by Car
- 2 Travel by Air
- 3 Travel by High Speed Rail
- 4 Travel by Conventional Rail
- 0 Blank

^ question/field included on airport survey only

^^ question/field included on rail survey only

Q:Q32

32. How many times made a trip similar to one taking today...

Number of trips by...

Q32a. Air:

Q32b. Car:

Q32c. Rail:

Q32d. Bus:

Q32e. Total trips:

Q:Gender

Gender:

- 1 Male
- 2 Female
- 0 Blank

Q:Age

Age:

- 1 Under 18
- 2 18 - 24
- 3 25 - 34
- 4 35 - 44
- 5 45 - 54
- 6 55 - 64
- 7 65 - 74
- 8 75 & older
- 0 Blank

Q:JobStat

c. Job Status

- 1 Employed full time
- 2 Employed part time
- 3 Unemployed
- 4 Retired
- 5 Student
- 6 Homemaker
- 7 Other (specify)
- 8 *Self-Employed*
- 0 Blank

Q:Educ

d. Education

- 1 Some high school or less
- 2 High School graduate or equivalent
- 3 Some College or Technical school
- 4 College Graduate
- 5 Graduate or Professional Degree
- 0 Blank

Q:Income

e. Income

- 1 Under \$5,000
- 2 \$5,000 - \$25,000
- 3 \$25,001 - \$50,000
- 4 \$50,001 - \$75,000
- 5 \$75,001 - \$100,000
- 6 \$100,001 - \$150,000
- 7 \$150,001 and over
- 0 Blank

^ question/field included on airport survey only

^^ question/field included on rail survey only

Q:HHNUM

TOTAL IN HOUSEHOLD:

- | | |
|---|------------------|
| 1 | 1 Person |
| 2 | 2 People |
| 3 | 3 People |
| 4 | 4 People |
| 5 | 5 People |
| 6 | 6 or more People |
| 0 | Blank |

Q:WORKNUM

WORK OUTSIDE THE HOME:

- | | |
|---|------------------|
| 1 | 1 Person |
| 2 | 2 People |
| 3 | 3 People |
| 4 | 4 People |
| 5 | 5 People |
| 6 | 6 or more People |
| 7 | 0 People |
| 0 | Blank |

Q:CHLDNUM

UNDER 18 YEARS OLD:

- | | |
|---|------------------|
| 1 | 1 Person |
| 2 | 2 People |
| 3 | 3 People |
| 4 | 4 People |
| 5 | 5 People |
| 6 | 6 or more People |
| 7 | 0 People |
| 0 | Blank |

Q:CARNUM

g. # of Motor Vehicles:

- | | |
|---|--------------------|
| 5 | 0 Vehicles |
| 1 | 1 Vehicle |
| 2 | 2 Vehicles |
| 3 | 3 Vehicles |
| 4 | 4 or more Vehicles |
| 0 | Blank |

Q:Contact

May we contact you...

- | | |
|---|-------|
| 1 | Yes |
| 2 | No |
| 0 | Blank |

Q:

Contact Information

- | | |
|------------|-------------------|
| Q: fname: | First Name: |
| Q: lname: | Last Name |
| Q: phone#: | Telephone Number: |
| Q: email | Email: |

Q:Mail

Survey received by MAIL?

0 or blank NO, collected on train
1 YES, received by MAIL

Q:MailDte

Mail Back Surveys Date Received Stamp (For Mail Backs)

1 "Prior to 09-29-05" (specific date not known)
2 August 18 - 31
3 Sept 1 - 15
4 Sept 16 - 30
5 Oct 1 - 15
6 Oct 16 - 31
7 Nov 1 - 15
8 Nov 16 - 30
9 Other (specify)

(INPUTTER: Please code the date stamp for this survey. This date should be written in red on the bottom right of the last page of the survey.)

Q:type

Type of questionnaire

0 or blank air passenger survey
3 rail passenger survey

MTC HSR

Response Rate Disposition for RAIL Intercept Survey

RAIL SYSTEM

	ACE	METROLINK	TOTALS
Refusals	10	21	31
Discontinued/Not Qualified	309	34	343
Mailbacks Distributed	44	56	100
Incompletes/Partials	17	15	32
Employees	1	1	2
Language Barrier	1	0	1
Other	0	3	3
TOTAL NON-RESPONSE	<u>382</u>	<u>130</u>	<u>512</u>
Mailbacks Collected	5	14	19
Completes Collected	129	101	230
TOTAL COMPLETES	<u>134</u>	<u>115</u>	<u>249</u>
TOTAL APPROACHED	516	245	761
<i>(Total Non-Response + Total Completes)</i>			

Response Rate			
TOTAL APPROACHED	516	245	761
less:			
Discontinued/Not qualified	(309)	(34)	(343)
Employees	(1)	(1)	(2)
POTENTIAL RESPONDENTS	206	210	416
TOTAL COMPLETES	134	115	249
Response Rate*	65.0%	54.8%	59.9%

**Total completes divided by potential respondents*

Estimate of Passengers on sampled routes <i>(rough estimate based on conductor count of all passengers who boarded sampled trains.)</i>	797	891	1688
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MTC HSR

Response Rate Disposition for Rail Retrieval Telephone Survey

Didn't receive packet	2
Call back to complete (CBC)	1
Call back/not at home (CB/NAH)	12
Answering machine (AM)	28
No answer (NA)	3
Fax line (FAX)	1
Business (BZ)	0
Refusal (REF)	11
Wrong # (WRC)	5
Disconnected (DISC)	1
Not available during survey (NADS)	3
Interview terminated (TERM)	0
Not qualified (NQ)	0
Mailed back	1
	68
Completes	181
TOTAL	249

AUTO PASSENGER SURVEY

Final questionnaires

- Recruit**
- Retrieval**

Example of mailout with choice exercises

Field guide and code sheet

Response rate disposition for Auto retrieval telephone survey

Interviewer Specifications

TRAVEL OPINIONS THROUGHOUT CALIFORNIA

A SURVEY OF AUTO PASSENGER'S PREFERENCES

Telephone Recruit Household Survey
Final Questionnaire – October 10, 2005

INTRODUCTION

INTERVIEWER: _____

DATE: _____

0. Record telephone exchange: _____

1. Hello, my name is _____, and I'm calling from Corey Research. In cooperation with the Metropolitan Transportation Commission (MTC) and the California High Speed Rail Authority, we are conducting a survey [today/tonight] about travel throughout California. This is not a sales call.
[INTERVIEWER NOTE: This recruit survey will take about 5 minutes. The callback survey will take about 10 minutes]

Refusal	1	Thank/Discontinue
Business/Non Residential	2	Thank/Discontinue
Language Barrier	3	Thank/Discontinue

2. Is my information correct that you live in _____ county (*from sample*) in the _____ area (*from sample*)?

(Interviewer note: Code in correct county below, computer will assign area/region. If respondent does not live within a targeted county/area, thank respondent and discontinue interview).

Southern California Targeted Regions

- a. San Diego (county: 1 - San Diego)
- b. Los Angeles (counties: 2 - Los Angeles, 3 - San Bernardino, 4 - Orange, 5 - Riverside, 6 - Ventura)
- c. Bakersfield (county: 7 - Kern)

Northern California Targeted Regions

- d. Tulare County/Visalia (counties: 8 - Tulare, 9 - King)
- e. Fresno (counties: 10 - Fresno, 11 - Madera)
- f. Merced (county: 12 - Merced)
- g. San Francisco Bay (counties: 13 - Sonoma, 14 - Napa, 15 - Solano, 16 - Marin, 17 - Contra Costa, 18 - Alameda, 19 - San Francisco, 20 - San Mateo, 21 - Santa Clara)
- h. Modesto/Stockton (county: 22 - San Joaquin, 23 - Stanislaus)
- i. Sacramento (county: 24 - Sacramento, 25 - Yolo, 26 - Sutter, 27 - Yuba, 28 - Placer, 29 - El Dorado)

3. a. (for Southern California Respondents ask) In the past six months, have you made any auto trips[^] from your home to a destination in Northern California?

b. (for Northern California Respondents ask) In the past six months, have you made any auto trips[^] from your home to a destination in Southern California?

(Interviewer note: If necessary, read list of specific counties/regions we are targeting from computer screen)

Yes	1	[Q.7]
No/DK	2	[Q.4]

[^] (include cars, pick-ups, SUV's, but not motorcycles)

4. Have you made any other auto trips outside the _____ (answer in Q2) area to another region in (Northern California/Southern California)*?

Yes 1 **[Q.7]**

No/DK 2 **[Q.5]**

* **Note: if respondent lives in Northern California, ask about Northern California;
if respondent lives in Southern California, ask about Southern California.**

5. In the past six months, has any other adult in your household traveled by auto from your home to another area in California outside the _____ (answer in Q2)?

Yes 1 **(Q.5)**

No/DK 2 **Thank/Discontinue**

6. May I please speak with the adult from your household that made the trip/s.

Refusal 1 **Thank/Discontinue**

Transferring to correct respondent 2 **[Repeat intro and attempt to recruit respondent]**

Correct respondent not available 3 **[Arrange to callback qualified respondent]**

7. Can you please tell me (the city) where you went on your most recent auto trip to (destination area)? ^^

City: _____

(Interviewer: Type in City and code in one of the regions listed below. If unsure about region, probe respondent or refer to map)

	Northern California Residents		Southern California Residents	
	-7a- Made auto trip to S. Calif.	-7b- Made auto trip to within N. Calif.	-7a- Made auto trip to N. Calif.	-7b- Made auto trip within S. Calif.
San Diego	<input type="checkbox"/>			<input type="checkbox"/>
Los Angeles	<input type="checkbox"/>			<input type="checkbox"/>
Bakersfield	<input type="checkbox"/>			<input type="checkbox"/>
Tulare County/Visalia		<input type="checkbox"/>	<input type="checkbox"/>	
Fresno		<input type="checkbox"/>	<input type="checkbox"/>	
Merced		<input type="checkbox"/>	<input type="checkbox"/>	
San Francisco Bay		<input type="checkbox"/>	<input type="checkbox"/>	
Modesto/Stockton.....		<input type="checkbox"/>	<input type="checkbox"/>	
Sacramento		<input type="checkbox"/>	<input type="checkbox"/>	
None of the above *.....	*	*	*	*

Thank/Discontinue unless made another auto trip within the past six months to one of the listed regions

Note: Certain regions of California may not be included in this survey (e.g. the Eureka area in Northern California). If one of these regions is mentioned, probe for another recent auto trip to one of the targeted regions.

^^ ask Q6-1 or Q6-2 before Q7, if applicable.

(If Bay Area region respondent who traveled to S. Cal, ask) 6-1. In the past 6 months, have you made a trip to the Los Angeles area (that would include the counties of Los Angeles, San Bernardino, Orange, Riverside, Ventura)?

(If Los Angeles region respondent who traveled to N. Cal, ask) 6-2. In the past 6 months, have you made a trip to the San Francisco Bay area (that would include the counties of Sonoma, Napa, Solano, Marin, Contra Costa, Alameda, San Francisco, San Mateo, Santa Clara)?

(Note: Q6-1 and Q6-2 added on after approximately 1,300 recruit surveys had been conducted)

INVITATION

8. In cooperation with the Metropolitan Transportation Commission (MTC) and the California High Speed Rail Authority, we (Corey Research) are conducting a study to more fully understand the travel patterns and travel choices of people like yourself who take auto trips throughout California. The information you provide will help us identify how to expand and improve travel options throughout the state. If you agree to participate, we will mail a survey packet for you to review. We will arrange a time to call you back and ask more questions that will take about ten minutes of your time. The study is being conducted for research purposes and no attempt will be made to sell you anything. Your responses will be strictly confidential.

Would you be willing to participate?

Yes	1	[Q.9]
No/DK	2	Thank/Discontinue

9. Would you spell your name and give me your home or mailing address (so I can mail you the survey packet)?

NAME: _____

STREET ADDRESS: _____

CITY: _____ 5 DIGIT ZIP CODE: _____

TELEPHONE NUMBER: (____) - ____ - ____

10. Is this address your home location?

Yes	1	[Q.11]
No/DK	2	[Q.10b]

10a/b/c. May I ask for an intersection near your home (cross streets) or your home address please.

a. STREET ADDRESS OR INTERSECTION:

b. CITY: _____ c. 5 DIGIT ZIP CODE: _____

INTERVIEWER NOTE: If respondent reluctant to give home address, try for City and zip code at a minimum.

11. Within a week or so, we will be sending you the survey booklet in a large envelope with a red box that says “California High Speed Rail Survey”. We would like to call you in about a week to collect your responses. What is the best time to reach you?

Record a preferred time: _____ **[Q.12]**

TRIP INFORMATION

12. Before we send you the survey materials, we would like to know a little more about your last auto trip from your home to _____ (*response to Q7*). May I ask the approximate dates of that last trip?

Record date of trip: _____ [Q.13]

13. Can you tell me the location of your destination in _____. Do you recall the street intersection or address where you went? (*Interviewer: get as much information as possible. At minimum, we need a city name*)

a. *Record place name* _____

b. *Record street address or intersection* _____

c. *Record City* _____

d. *Record Zip* _____

14. What was the main purpose of this trip? (Single response only)

Business.....	1
Work Commute	2
Vacation/Pleasure/Recreation	3
Visit Friends or Relatives	4
Personal or family matters.....	5
Go to or from school.....	6
Other (specify)_____	

15. How many people, including yourself, were traveling in the party on that trip?	One, just yourself	1
	Two	2
	Three	3
	Four	4
	Five or more (specify) _____	
	DK/NA/Refused	0

16. And how many total trips by any mode of travel (car, airplane, train, etc.) have you made to _____ (response in Q7) in the past six months?

_____ (total trips by any mode)

REMINDER

17. Thank you. We will mail you the additional materials that we told you about. Please have your survey materials available (near the phone) when we call you in a week or so. We greatly appreciate your cooperation on this study.

Interviewer: Describe envelope again if necessary.

###

D1. Gender

- 1 Male
- 2 Female

D2. Date of Survey: _____

D3. Interviewer: Identify county of Destination City below (refer to map or city list if necessary)

Destination City: _____ (will show on screen)

County:

Southern California Regions

- San Diego area:** San Diego county 1
- Los Angeles area:** Los Angeles county 2
- San Bernardino county 3
- Orange county 4
- Riverside county 5
- Ventura 6
- Bakersfield area:** Kern county 7

Northern California Regions

- Tulare /Visalia area:** Tulare county 8
- Kings county 9
- Fresno area:** Fresno county 10
- Madera county 11
- Merced area:** Merced county 12
- San Fran. Bay area:** Sonoma county 13
- Napa county 14
- Solano county 15
- Marin county 16
- Contra Costa county 17
- Alameda county 18
- San Francisco county 19
- San Mateo county 20
- Santa Clara county 21
- Modesto/Stockton area:** San Joaquin county 22
- Stanislaus county 23
- Sacramento area:** Sacramento county 24
- Yolo county 25
- Sutter county 26
- Yuba county 27
- Placer county 28
- El Dorado county 29

mtc household recruit auto trips (ver 5).doc

TRAVEL OPINIONS THROUGHOUT CALIFORNIA

A SURVEY OF AUTO PASSENGER'S PREFERENCES

RETRIEVAL SURVEY

Final Version. September 11, 2005

BEST TIME TO CALL: _____

REGION:

	origin	destination
San Diego	1	1
Los Angeles	2	2
Bakersfield	3	3
Tulare County/Visalia	4	4
Fresno	5	5
Merced	6	6
San Francisco Bay	7	7
Modesto/Stockton	8	8
Sacramento	9	9

CONTACT INFORMATION:

NAME: _____

PHONE #: _____

TRIP PURPOSE:

Business..... 1
 Work Commute..... 2
 Vacation/Pleasure/Recreation 3
 Visit Friends or Relatives... 4
 Personal or family matters... 5
 Go to or from school..... 6
 Other (specify)_____

VERSION RCVD: _____

INTRODUCTION

1. Hello, my name is _____, and I'm calling from Corey Research. May I please speak with _____ [Respondent's Name]?

Refusal 1 **[Thank/Discontinue]**
 Transferring to correct respondent 2 **[Q.2]**
 Correct respondent not available 3 **[arrange callback]**

2. I'm calling to followup on the survey we started on _____ [Recruit Day and Date]. When we spoke to you before, we told you we were going to mail you some survey materials in a large envelope with a red box that says "California High Speed Rail Survey". Do you have these materials handy or can you get them now?

Yes 1 **[Q. 5]**
 No, misplaced 2 **[Q. 3]**
 No, never received .. 3 **[Q. 3]**

3. Can I arrange to send you some replacement materials?

Yes 1 **[Q. 4]**
 No/Refuse 2 **Thank/Discontinue**

4. We will be re-sending you the survey materials in the next few days. We would like to call you back in about a week to collect your responses. Is _____ [interview time] a good time to reach you? *Establish alternative callback time as necessary.*

Record an agreed-upon time _____ **Thank/Discontinue**

5. [Once the respondent has mailout materials] As you may recall, we spoke to you about an automobile trip you made from your home to _____ [destination region]. You told us that you traveled for the purpose of _____ [purpose]. Do you recall this trip?

Yes 1
 No/Refuse 2 **Thank/Discontinue**

6. On the trip you described to us, you indicated there were a total of _____ persons (including yourself) traveling in your party.

[ask if more than one]

6a How many, including yourself, were adults 18 years of age or older?

6b. In total, how many, including yourself, were family members?

	Adults 18 or older	Family Members
One (just respondent)	1	1
Two	2	2
Three	3	3
Four	4	4
Five or more (specify) _____		
DK/NA/Refused	0	0

7. On this trip how many nights, if any, were you away from home?

None	0
One night.....	1
Two - three nights.....	2
Four - six nights.....	3
One week or more (specify) _____	
DK/NA/Refused	5

7a. On this trip we have been talking about, was _____ [destination city] your final destination? (q7a and q7b added 9/29)

Yes..... 1 (continue to Q8)

No, not final destination... 2 (read Q7b)

(If no on Q7a, read:) For the next few questions, we would like to get your reaction to a simple roundtrip between your home and _____ [destination city]

SAME TRIP BY AIR OR HIGH SPEED RAIL

As you may have noticed in the booklet we sent to you, we are trying to assess reactions to various modes of travel. These include: Automobile, Air, and High Speed Rail* (which would be a bullet train between regions in California).

**Note: This list will be customized on the computer screen to show which modes the respondent received in the mailout packet. Mode combinations are (Modes): 1 = Auto/Air/HSR, 2 = Auto/Conventional Rail/HSR, and 3 = Auto/Air/HSR/Conventional Rail*

(Ask Q8 series if respondent received AIR as one of the mode choice options)

8. (question series 1a through 1h on page 3 in the mailed packet). For the next few questions, assume that you were going to take an airplane to make **a trip like the one we are discussing.**

1aAIR. Which Airport do you think you would use to start your trip (from home)?

Potential California Airports

Northern California

- 1 San Francisco (SFO)
- 2 Oakland (OAK)
- 3 Sacramento (SMF)
- 4 San Jose (SJC)

Central / Southern California

- 5 Fresno (FAT)
- 6 Los Angeles (LAX)
- 7 Bakersfield (BFL)
- 8 Burbank (BUR)
- 9 Modesto (MOD)
- 10 Ontario (ONT)
- 11 John Wayne (SNA)
- 12 Long Beach (LGB)
- 13 San Diego (SAN)

14 Other (specify): _____

1bAIR. How do you think you would get to that airport?

Drive and park	1	Train	6
Rental Car.....	2	Walk.....	7
Get dropped off	3	Other (specify)_____	
Taxi/Shuttle.....	4	Don't Know	9
Bus.....	5		

1cAIR. About how long do you think it would take you to get to the airport you selected (a “best guess” estimate is fine)?

_____ (type in # of minutes. 999 = DK)

1dAIR. About how much do you think it would cost to get to the airport (including fares, gas, etc. but not including parking or rental car costs)?

\$_____ (type in amount. 999.99 = DK)

(if Drive and Park in Q1b):

1d-1AIR. About how much in total would it cost for airport parking?

\$_____ (type in amount. 999.99 = DK)

1eAIR. Which airport do you think you would fly into?

Potential California Airports

Northern California

1 San Francisco (SFO)
2 Oakland (OAK)
3 Sacramento (SMF)
4 San Jose (SJC)

Central / Southern California

5 Fresno (FAT)
6 Los Angeles (LAX)
7 Bakersfield (BFL)
8 Burbank (BUR)
9 Modesto (MOD)
10 Ontario (ONT)
11 John Wayne (SNA)
12 Long Beach (LGB)
13 San Diego (SAN)

14 Other (specify): _____

1fAIR. How do you think you would get from that airport to your destination?

Drive and park	1	Train	6
Rental Car.....	2	Walk.....	7
Get picked up	3	Other (specify)_____	
Taxi/Shuttle.....	4	Don't Know	9
Bus.....	5		

1gAIR. About how long do you think it would take you to get from the airport to your destination (a “best guess” estimate is fine)?

_____ (type in # of minutes. 999 = DK)

1hAIR. About how much do you think it would cost to get from the airport to your destination (including fares, gas, etc. but not including parking or rental car costs)?

\$_____ (type in amount. 999.99 = DK)

9. (question series 1a through 1h on page 3 in the mailed packet) For the next few questions, assume that you were going to use Conventional Rail (like Amtrak) for **a trip like the one we are discussing.**

1aCR. Which of the Conventional Rail station locations do you think you would use to start your trip (from home)?

Selected Station Locations (this is not a complete list - other stations can be specified by respondent)

<u>San Francisco Bay Area</u>	<u>Central Valley</u>	<u>Southern California</u>
1 Chico	10 Sacramento	17 Palmdale/Lancaster
2 Davis	11 Stockton	18 Sylmar/S. Fernando Vly
3 Santa Clara	12 Tracy	19 Downtown Burbank
4 Downtown San Jose	13 Modesto	20 Los Angeles (Union Station)
5 Salinas	14 Merced	21 Norwalk
6 Downtown Oakland	15 Fresno	22 Anaheim
7 Oakland Airport	16 Bakersfield	23 Irvine
8 Fremont/Union City	31 Hanford	24 East San Gabriel Valley
9 Pleasanton		25 Ontario Airport
		26 Riverside
		27 Temecula Valley
		28 Escondido
		29 University City
		30 San Diego
32 Other (specify other station): _____		

1bCR. How do you think you would get to that station?

Drive and park	1	Train	6
Rental Car.....	2	Walk.....	7
Get dropped off	3	Other (specify)_____	
Taxi/Shuttle.....	4	Don't Know	9
Bus.....	5		

1cCR. About how long do you think it would take you to get to the station you selected (a “best guess” estimate is fine)?

_____ (type in # of minutes. 999 = DK)

1dCR. About how much do you think it would cost to get to the station (including fares, gas, etc. but not including parking or rental car costs)?

\$_____ (type in amount. 999.99 = DK)

1eCR. At which (conventional rail) station location do you think you would get off the train?

Selected Station Locations (*this is not a complete list - other stations can be specified by respondent*)

<u>San Francisco Bay Area</u>	<u>Central Valley</u>	<u>Southern California</u>
1 Chico	10 Sacramento	17 Palmdale/Lancaster
2 Davis	11 Stockton	18 Sylmar/S. Fernando Vly
3 Santa Clara	12 Tracy	19 Downtown Burbank
4 Downtown San Jose	13 Modesto	20 Los Angeles (Union Station)
5 Salinas	14 Merced	21 Norwalk
6 Downtown Oakland	15 Fresno	22 Anaheim
7 Oakland Airport	16 Bakersfield	23 Irvine
8 Fremont/Union City	31 Hanford	24 East San Gabriel Valley
9 Pleasanton		25 Ontario Airport
		26 Riverside
		27 Temecula Valley
		28 Escondido
		29 University City
		30 San Diego
32 Other (specify other station): _____		

1fCR. How do you think you would get from that station to your destination?

Drive and park	1	Train	6
Rental Car.....	2	Walk.....	7
Get picked up.....	3	Other (specify)_____	
Taxi/Shuttle.....	4	Don't Know	9
Bus.....	5		

1gCR. About how long do you think it would take you to get from the station to your destination (a “best guess” estimate is fine)?

_____ (type in # of minutes. 999 = DK)

1hCR. About how much do you think it would cost to get from the station to your destination (including fares, gas, etc. but not including parking or rental car costs)?

\$_____ (type in amount. 99.99 = DK)

Now I would like you to refer to the insert in the booklet we mailed to you that includes a map and station listing of the proposed High Speed Rail System. Please take a moment or two to review it.

10. (*question series 2a through 2h on page 3 in the mailed packet*) For the next few questions, assume that you were going to use High Speed Rail for **a trip like the one we are discussing.**

2aHSR. Which of the High Speed Rail station locations do you think you would use to start your trip (from home)?

Potential Station Locations

<u>San Francisco Bay Area</u>	<u>Central Valley</u>	<u>Southern California</u>
1 San Francisco	10 Sacramento	17 Palmdale
2 Millbrae (SFO)	11 Stockton	18 Sylmar
3 Palo Alto/Redwood City	12 Tracy	19 Burbank
4 San Jose	13 Modesto	20 Los Angeles
5 Gilroy	14 Merced	21 Norwalk
6 Oakland	15 Fresno	22 Anaheim
7 Oakland Airport	16 Bakersfield	23 Irvine
8 Fremont/Union City	31 Visalia	24 East San Gabriel Valley
9 Pleasanton		25 Ontario
		26 Riverside
		27 Temecula Valley
		28 Escondido
		29 University City
		30 San Diego

2bHSR. How do you think you would get to that station?

Drive and park	1	Train	6
Rental Car.....	2	Walk.....	7
Get dropped off	3	Other (specify)_____	
Taxi/Shuttle.....	4	Don't Know	9
Bus.....	5		

2cHSR. About how long do you think it would take you to get to the station you selected (a “best guess” estimate is fine)?

_____ (type in # of minutes. 999 = DK)

2dHSR. About how much do you think it would cost to get to the station (including fares, gas, etc. but not including parking or rental car costs)?

\$_____ (type in amount. 999.99 = DK)

2eHSR. At which (High Speed Rail) station location do you think you would get off the train?

Potential Station Locations

<u>San Francisco Bay Area</u>	<u>Central Valley</u>	<u>Southern California</u>
1 San Francisco	10 Sacramento	17 Palmdale
2 Millbrae (SFO)	11 Stockton	18 Sylmar
3 Palo Alto/Redwood City	12 Tracy	19 Burbank
4 San Jose	13 Modesto	20 Los Angeles
5 Gilroy	14 Merced	21 Norwalk
6 Oakland	15 Fresno	22 Anaheim
7 Oakland Airport	16 Bakersfield	23 Irvine
8 Fremont/Union City	31 Visalia	24 East San Gabriel Valley
9 Pleasanton		25 Ontario
		26 Riverside
		27 Temecula Valley
		28 Escondido
		29 University City
		30 San Diego

2fHSR. How do you think you would get from that station to your destination?

Drive and park	1	Train	6
Rental Car.....	2	Walk.....	7
Get picked up.....	3	Other (specify)_____	
Taxi/Shuttle.....	4	Don't Know	9
Bus.....	5		

2gHSR. About how long do you think it would take you to get from the station to your destination (a “best guess” estimate is fine)?

_____ (type in # of minutes. 999 = DK)

2hHSR. About how much do you think it would cost to get from the station to your destination (including fares, gas, etc. but not including parking or rental car costs)?

\$_____ (type in amount. 999.99 = DK)

(Q11 series. Used to collect Conventional Rail data from respondents who got all 4 modes in their mailout packet – auto, air, high speed rail, and conventional rail).

Q12. This question number not used.

CHOICE EXERCISES

(Note: This section will be customized based on the specific mode options the respondent received on their customized mailout. The MODES field on page 2 of this questionnaire lists the different mode combinations)

Now I would like you to again refer to the booklet we mailed to you. Page 2 (*Introduction*) introduces you to the booklet. Page 3 includes the questions we just asked you regarding taking this same trip by *Air or High Speed Rail* options. Page 4 (*How Would You Travel*) introduces the “choice exercises” shown on the following pages. Pages 5 through 8 present four “choice exercises”, with each exercise showing different options that you might have for traveling between your home and _____ (destination city).

13. (*question series 3a through 3d in the mailed packet*) Please turn to page 5 of your booklet. This page is titled “Choice Exercise A”. Please review the three options that are presented on this page. Remember we are interested in the specific trip we have been discussing (the one you took from your home to _____ (destination city).

3a. If these were the only options available to you, which option would you have selected for your recent trip? (*Read responses, check one only*).

Travel by Car	1
Travel by Air.....	2
Travel by High Speed Rail	3
Travel by Conventional Rail.....	4
Don't Know (Do not read).....	5

3b. Now please turn to page 6 of your booklet. This page is entitled “Choice Exercise B”. Please review the three options that are presented on the page. If these were the only options available to you, which option would you have selected for your recent trip? (*Read responses, check one only*).

Travel by Car	1
Travel by Air.....	2
Travel by High Speed Rail	3
Travel by Conventional Rail.....	4
Don't Know (do not read).....	5

3c. Now please turn to page 7 of your booklet. This page is entitled “Choice Exercise C”. Please review the three options that are presented on the page. If these were the only options available to you, which option would you have selected for your recent trip? (*Read responses, check one only*).

Travel by Car	1
Travel by Air.....	2
Travel by High Speed Rail	3
Travel by Conventional Rail.....	4
Don't Know (do not read).....	5

3d. Now please turn to page 8 of your booklet. This page is entitled “Choice Exercise D”. Please review the three options that are presented on the page. If these were the only options available to you, which option would you have selected for your recent trip? (*Read responses, check one only*).

Travel by Car	1
Travel by Air.....	2
Travel by High Speed Rail	3
Travel by Conventional Rail.....	4
Don't Know (do not read).....	5

TRIP FREQUENCY IN THE PAST SIX MONTHS

14. During the initial interview you mentioned that you made _____ (*Q16 – Total Trips on Telephone recruit household interview*) trips by any mode (car, airplane, train, etc.) from home to _____ (destination region) within the previous six months. Does that sound correct?

INTERVIEWER: Code in Total Trips from Sample (or update, if necessary): _____

15. How many of these trips were for the same purpose as the trip we have been discussing?

_____ (total # of trips. same purpose, same origin/destination)

16. Of these _____ (*# from previous question*) trips you took (for the same purpose), can you tell me how many were made by car, how many by air, how many by rail, and how many by bus? (Interviewer: Probe for each): And those were roundtrips by (air/car/rail/bus)?

Note: Include auto trip we have been discussing in counts below

- a. Air: _____
- b. Car: _____
- c. Rail: _____
- d. Bus: _____

(Interviewer note: On this question, we are assuming that each “trip” made by the respondent was a roundtrip using the same mode. That is, if the respondent took three roundtrips by air from San Francisco to Los Angeles in the past 6 months, the number shown for air should be 3. If, however, the respondent used a different mode to go down and back, you will need to indicate this by using decimal #s. Example: If a respondent took one trip from SF-LA in the past 6 months. On this trip the person took a bus on the trip down, and a plane on the way back, the number should be .5 for bus and .5 for air. This procedure will be reviewed with interviewers during the training session)

DEMOGRAPHICS

17. Now to finish up, I would like to ask you a few questions for classification purposes only. All your responses will be kept strictly confidential. In which of these categories does your age fall? (*Read responses, check one only*)

- | | |
|----------------------|---|
| 18 to 24 years old | 1 |
| 25 to 34 | 2 |
| 35 to 44 | 3 |
| 45 to 54 | 4 |
| 55 to 64 | 5 |
| 65 to 74 | 6 |
| 75 and over | 7 |
| (DO NOT READ) Refuse | 8 |

18. Including yourself, how many people currently live in your household?

Record number (Refuse=99). _____

Note: if '1' or '99' skip to Q.20

19. And how many of these people in your household are under the age of 18?

Record number (Refuse=99). _____

20. Including yourself, how many of the people in your household work outside the home, either on a full-time or part-time basis? (*Note: Do not include work from home in this category*)

Record number (Refuse=99). _____

21. How many registered motor vehicles (including cars, light trucks, or vans) are available to members of your household?

Record number (Refuse=99). _____

22. What is the highest level of education that you have completed? (*Read responses, check one only*)

- | | |
|---------------------------------------|---|
| Some high school or less (Grade 1-11) | 1 |
| High school graduate or equivalent | 2 |
| Some college or technical school | 3 |
| College graduate | 4 |
| Graduate or Professional Degree | 5 |
| (DO NOT READ) Refuse | 6 |

23. What is your current job status? (*Read responses, check one only*)

- | | |
|------------------------|---|
| Employed full-time* | 1 |
| Employed part-time* | 2 |
| Unemployed | 3 |
| Retired | 4 |
| Homemaker | 5 |
| Student | 6 |
| Other (specify): _____ | 7 |
| (DO NOT READ) Refuse | 8 |

** include self-employed in these categories*

24. What was your approximate total annual household income before taxes last year (2004)?
(*Read responses, select one only*)

- | | |
|-----------------------|---|
| Under \$5,000 | 1 |
| \$5,000 - \$25,000 | 2 |
| \$25,001 - \$35,000 | 3 |
| \$35,001 - \$50,000 | 4 |
| \$50,001 - \$75,000 | 5 |
| \$75,001 - \$100,000 | 6 |
| \$100,001 - \$150,000 | 7 |
| \$150,001 and over | 8 |
| (DO NOT READ) Refuse | 9 |

25. Those are all the questions we have! Thank you so much for your help.

If Appropriate, add: Information from this survey will help to shape transportation planning decisions in California

Respondent Comments: _____

26. (Record gender by observation)

- | | | |
|--------|---|-----------------|
| Male | 1 | Complete |
| Female | 2 | Complete |

Contact Information (pick up from sample sheet)

Recruit Respondent Number (r_resp#): _____

First name (fname): _____

Last name (lname): _____

Phone number (phone): (_____) _____ - _____

Origin and Destination County (pick up from sample sheet)

Origin County Code (Ocounty): _____

Destination County (Dcounty): _____

County Codes:			Napa county	14	
<u>Southern California Regions</u>			Solano county	15	
San Diego area:	San Diego county	1	Marin county	16	
Los Angeles area:	Los Angeles county	2	Contra Costa county	17	
	San Bernardino county	3	Alameda county	18	
	Orange county	4	San Francisco county	19	
	Riverside county	5	San Mateo county	20	
	Ventura	6	Santa Clara county	21	
Bakersfield area:	Kern county	7	Modesto/Stockton area:		
			San Joaquin county	22	
<u>Northern California Regions</u>			Stanislaus county	23	
Tulare /Visalia area:	Tulare county	8	Sacramento area:	Sacramento county	24
	Kings county	9		Yolo county	25
Fresno area:	Fresno county	10		Sutter county	26
	Madera county	11		Yuba county	27
Merced area:	Merced county	12		Placer county	28
San Fran. Bay area:	Sonoma county	13		El Dorado county	29

Trip Purpose (pick up from sample sheet)

Trip Purpose (purpose)

Business.....	1
Work Commute	2
Vacation/Pleasure/Recreation	3
Visit Friends or Relatives	4
Personal or family matters.....	5
Go to or from school.....	6
Other (specify)_____	7

Choice Exercise Version Number (pick up from sample sheet)

Version Number (version#): _____

Date Interview completed (date): _____

Corey, Canapary & Galanis

Research and Counsel in Marketing

447 Sutter Street . Penthouse North . San Francisco, CA 94108 . (415) 397-1200

John Doe
123 Any Lane
Anytown, CA 95555

_____ Date _____

Dear Mr. Doe:

Thank you for agreeing to participate in this survey. Our firm, Corey, Canapary & Galanis (Corey Research) is coordinating the survey, in cooperation with the Metropolitan Transportation Commission (MTC).

Travelers throughout California continue to express frustration at growing roadway congestion and the lack of travel options. As part of ongoing efforts to understand transportation needs, we would like to more fully understand the travel patterns and travel choices of people like yourself who take auto trips throughout California. The best way to find out is to ask you, the traveler. The information you provide will help identify how to expand and improve travel options throughout the state.

You are one of a small sample of people who are being asked to provide this travel information. A few weeks ago, you received a call from our researchers and indicated a willingness to participate in this survey. In order that our results truly represent the thinking of travelers throughout the state and within your own region, it is important that all survey questions be answered.

You may be assured of complete confidentiality. The survey has an identification number for mailing and retrieval purposes only. Your name will never be directly associated with your responses, and your identification will not be sold to or shared with any other group or individual.

We will contact you in a few days to gather your survey responses. Our interviewer will ask you to refer to this survey packet when she/he calls you back to do the telephone survey, so please keep it near the phone. If you would like, you may review the enclosed survey and prepare your answers prior to our return call.

Sincerely,

Jon Canapary
Project Director

SJ-MERC-3001

TRAVEL OPINIONS THROUGHOUT CALIFORNIA

A SURVEY OF AUTO PASSENGER'S PREFERENCES

INTRODUCTION

Thank you for agreeing to participate in this study. In the following pages, you will be asked to evaluate several alternative travel options for the trip that you described during the recent telephone survey. The trip that you described has the following features:

Trip from your home to the destination

Trip Origin:

Trip Destination:

Trip Purpose:

A map and station listing for proposed High Speed Rail service was included in the packet mailed to you. The remainder of this booklet contains: a page entitled Same Trip by Rail and a section entitled How Would You Travel, which includes four choice exercises, each one offering a choice among three different ways you could take the trip described above.

We will be calling you in a few days to ask you to respond to a series of questions about your travel, including the choice exercises which follow. Please keep this survey booklet in a convenient place so that you can refer to the materials when we call you. Feel free to review the survey booklet and prepare your answers prior to our return call.

Many of the questions in this survey booklet and those that will be included during our return call will ask you to consider the specific conditions related to your trip that has the features described above. In answering these questions, please think about your most recent actual trip that had those features, and remember how you made your travel choice.

As you may have noticed in the booklet we sent to you, we are trying to assess reactions to various modes of travel. These include: Automobile, Conventional Rail (like Amtrak), and High Speed Rail (which would be a bullet train between regions in California).

If you have any questions regarding the survey, please ask the interviewer during our return call.

SECTION 1: SAME TRIP BY RAIL

Please answer all of the questions on this page. Assume that you were using the transportation options listed below (Conventional Rail or High Speed Rail) for **a trip like the one that is described on the previous page.**

Additional information on High Speed Rail (including a map and list of stations) was included on a separate sheet in the mailed envelope.

WHAT IF YOU WERE TO MAKE THIS SAME TRIP BY:**CONVENTIONAL RAIL?**

1a. Which Conventional Rail station do you think you would use to start your trip? (check box or specify other station)

Chico..... <input type="checkbox"/>	Pleasanton..... <input type="checkbox"/>
Davis..... <input type="checkbox"/>	Sacramento <input type="checkbox"/>
Santa Clara..... <input type="checkbox"/>	Stockton..... <input type="checkbox"/>
Downtown San Jose..... <input type="checkbox"/>	Tracy..... <input type="checkbox"/>
Salinas..... <input type="checkbox"/>	Modesto <input type="checkbox"/>
Downtown Oakland..... <input type="checkbox"/>	Merced <input type="checkbox"/>
Oakland Airport..... <input type="checkbox"/>	Fresno <input type="checkbox"/>
Fremont/Union Cty <input type="checkbox"/>	Bakersfield..... <input type="checkbox"/>

Other (specify): _____

1b. How do you think you would get to that station?

Drive and park <input type="checkbox"/>	Train <input type="checkbox"/>
Get dropped off..... <input type="checkbox"/>	Walk <input type="checkbox"/>
Taxi/shuttle <input type="checkbox"/>	Other: _____
Bus <input type="checkbox"/>	

1c. About how long do you think it would take you to get to the station?

_____ minutes (I have no idea ☐)

1d. And about how much do you think that would cost to get to the station? (including fares, parking, gas, etc., but not including parking or rental car costs)

\$ _____ (I have no idea ☐)

1e. At which Conventional Rail station do you think you would get off the train? (check box or specify other station)

Chico..... <input type="checkbox"/>	Pleasanton..... <input type="checkbox"/>
Davis..... <input type="checkbox"/>	Sacramento <input type="checkbox"/>
Santa Clara..... <input type="checkbox"/>	Stockton..... <input type="checkbox"/>
Downtown San Jose..... <input type="checkbox"/>	Tracy..... <input type="checkbox"/>
Salinas..... <input type="checkbox"/>	Modesto <input type="checkbox"/>
Downtown Oakland..... <input type="checkbox"/>	Merced <input type="checkbox"/>
Oakland Airport..... <input type="checkbox"/>	Fresno <input type="checkbox"/>
Fremont/Union Cty <input type="checkbox"/>	Bakersfield..... <input type="checkbox"/>

Other (specify): _____

1f. How do you think you would get from that station to your destination?

Rental Car <input type="checkbox"/>	Train <input type="checkbox"/>
Get picked up <input type="checkbox"/>	Walk <input type="checkbox"/>
Taxi/shuttle <input type="checkbox"/>	Other: _____
Bus <input type="checkbox"/>	

1g. About how long do you think it would take you to get from the station to your destination?

_____ minutes (I have no idea ☐)

1h. And about how much do you think it would cost to get from the station? (including fares, parking, gas, etc., but not including parking or rental car costs)

\$ _____ (I have no idea ☐)

HIGH SPEED RAIL?

Note: Refer to included High Speed Rail Map

2a. Which High Speed Rail station do you think you would use to start your trip?

Downtown San Francisco <input type="checkbox"/>	Pleasanton..... <input type="checkbox"/>
Millbrae (SFO)..... <input type="checkbox"/>	Sacramento <input type="checkbox"/>
Palo Alto/Redwood City <input type="checkbox"/>	Stockton..... <input type="checkbox"/>
Downtown San Jose..... <input type="checkbox"/>	Tracy..... <input type="checkbox"/>
Gilroy <input type="checkbox"/>	Modesto <input type="checkbox"/>
Downtown Oakland..... <input type="checkbox"/>	Merced..... <input type="checkbox"/>
Oakland Airport..... <input type="checkbox"/>	Fresno <input type="checkbox"/>
Fremont/Union Cty <input type="checkbox"/>	Bakersfield..... <input type="checkbox"/>

2b. How do you think you would get to that station?

Drive and park <input type="checkbox"/>	Train <input type="checkbox"/>
Get dropped off..... <input type="checkbox"/>	Walk..... <input type="checkbox"/>
Taxi/shuttle <input type="checkbox"/>	Other: _____
Bus..... <input type="checkbox"/>	

2c. About how long do you think it would take you to get to the station?

_____ minutes (I have no idea ☐)

2d. And about how much do you think that would cost to get to the station? (including fares, parking, gas, etc., but not including parking or rental car costs)

\$ _____ (I have no idea ☐)

2e. At which High Speed Rail station do you think you would get off the train?

Downtown San Francisco <input type="checkbox"/>	Pleasanton..... <input type="checkbox"/>
Millbrae (SFO)..... <input type="checkbox"/>	Sacramento <input type="checkbox"/>
Palo Alto/Redwood City <input type="checkbox"/>	Stockton..... <input type="checkbox"/>
Downtown San Jose..... <input type="checkbox"/>	Tracy..... <input type="checkbox"/>
Gilroy <input type="checkbox"/>	Modesto <input type="checkbox"/>
Downtown Oakland..... <input type="checkbox"/>	Merced..... <input type="checkbox"/>
Oakland Airport..... <input type="checkbox"/>	Fresno <input type="checkbox"/>
Fremont/Union Cty <input type="checkbox"/>	Bakersfield..... <input type="checkbox"/>

2f. How do you think you would get from that station to your destination?

Rental Car <input type="checkbox"/>	Train <input type="checkbox"/>
Get picked up <input type="checkbox"/>	Walk..... <input type="checkbox"/>
Taxi/shuttle <input type="checkbox"/>	Other: _____
Bus..... <input type="checkbox"/>	

2g. About how long do you think it would take you to get from the station to your destination?

_____ minutes (I have no idea ☐)

2h. And about how much do you think it would cost to get from the station? (including fares, parking, gas, etc., but not including parking or rental car costs)

\$ _____ (I have no idea ☐)

To evaluate the transportation services, please consider your automobile trip **from**

- Travel by Conventional Rail (like Amtrak)
- Travel by High Speed Rail (HSR)
- Travel in a private auto, either by driving alone or carpooling with others.

- For each exercise, please assume that the only available travel options are the three that are shown. Please compare the options, and then select the way that you would most likely travel if those were your available choices.
- Please assume that the High Speed Rail option shown in the exercises is operating and available to you, even though it does not currently exist.
- We would like you to make a selection even though travel times and fuel costs for the car mode may vary in the future due to traffic congestion and changes in fuel price per gallon. Air fares may also vary from current prices.
- Please answer the questions as realistically as possible, with the specific needs of your trip from home to _____ in mind.

3a. Your choices are...

TRAVEL BY CAR ▼	TRAVEL BY CONVENTIONAL RAIL (AMTRAK) ▼	TRAVEL BY HIGH SPEED RAIL ▼
	Travel to and from the stations is the same as you described earlier in the survey (questions 1a – 1h) You should arrive at the station at least 10 min. before your train.	Travel to and from the stations is the same as you described earlier in the survey (questions 2a – 2h) You should arrive at the station at least 10 min. before your train
You travel whenever you would like	There is a train every 3 hours	There is a train every 2 hours
The typical travel time in the car is 2 hours (not including stops for rest, food, etc.)	The scheduled travel time in the train is 3 hrs 30 min	The scheduled travel time in the train is 40 minutes
50% chance of arriving within 15 min. of the typical time	90% of train arrive within 15 min. of schedule	85% of trains arrive within 5 min. of schedule
The roundtrip fuel cost is \$30	The roundtrip fare is \$50	The roundtrip fare is \$55
Travel by Car <input type="checkbox"/>	Travel by Conventional Rail <input type="checkbox"/>	Travel by High Speed Rail <input type="checkbox"/>

Choice Exercise B

3b. Your choices are...

TRAVEL BY CAR ▼	TRAVEL BY CONVENTIONAL RAIL (AMTRAK) ▼	TRAVEL BY HIGH SPEED RAIL ▼
	Travel to and from the stations is the same as you described earlier in the survey (questions 1a – 1h) You should arrive at the station at least 10 min. before your train.	Travel to and from the stations is the same as you described earlier in the survey (questions 2a – 2h) You should arrive at the station at least 10 min. before your train
You travel whenever you would like	There is a train every 3 hours	There is a train every 2 hours
The typical travel time in the car is 2 hours (not including stops for rest, food, etc.)	The scheduled travel time in the train is 3 hrs 30 min	The scheduled travel time in the train is 30 minutes
75% chance of arriving within 15 min. of the typical time	90% of train arrive within 15 min. of schedule	90% of trains arrive within 5 min. of schedule
The roundtrip fuel cost is \$35	The roundtrip fare is \$45	The roundtrip fare is \$65
<i>Travel by Car</i> <input type="checkbox"/>	<i>Travel by Conventional Rail</i> <input type="checkbox"/>	<i>Travel by High Speed Rail</i> <input type="checkbox"/>

Choice Exercise C

3c. Your choices are...

TRAVEL BY CAR ▼	TRAVEL BY CONVENTIONAL RAIL (AMTRAK) ▼	TRAVEL BY HIGH SPEED RAIL ▼
	Travel to and from the stations is the same as you described earlier in the survey (questions 1a – 1h) You should arrive at the station at least 10 min. before your train.	Travel to and from the stations is the same as you described earlier in the survey (questions 2a – 2h) You should arrive at the station at least 10 min. before your train
You travel whenever you would like	There is a train every 3 hours	There is a train every 1 hour
The typical travel time in the car is 1 hr 30 min (not including stops for rest, food, etc.)	The scheduled travel time in the train is 4 hours	The scheduled travel time in the train is 20 minutes
75% chance of arriving within 15 min. of the typical time	95% of trains arrive within 15 min. of schedule	95% of trains arrive within 5 min. of schedule
The roundtrip fuel cost is \$35	The roundtrip fare is \$40	The roundtrip fare is \$70
<i>Travel by Car</i> <input type="checkbox"/>	<i>Travel by Conventional Rail</i> <input type="checkbox"/>	<i>Travel by High Speed Rail</i> <input type="checkbox"/>

Choice Exercise D

3d. Your choices are...

TRAVEL BY CAR ▼	TRAVEL BY CONVENTIONAL RAIL (AMTRAK) ▼	TRAVEL BY HIGH SPEED RAIL ▼
	Travel to and from the stations is the same as you described earlier in the survey (questions 1a – 1h) You should arrive at the station at least 10 min. before your train.	Travel to and from the stations is the same as you described earlier in the survey (questions 2a – 2h) You should arrive at the station at least 10 min. before your train
You travel whenever you would like	There is a train every 2 hours	There is a train every 1 hour
The typical travel time in the car is 1 hour (not including stops for rest, food, etc.)	The scheduled travel time in the train is 3 hours	The scheduled travel time in the train is 20 minutes
50% chance of arriving within 15 min. of the typical time	70% of trains arrive within 15 min. of schedule	85% of trains arrive within 5 min. of schedule
The roundtrip fuel cost is \$25	The roundtrip fare is \$25	The roundtrip fare is \$25
<i>Travel by Car</i> <input type="checkbox"/>	<i>Travel by Conventional Rail</i> <input type="checkbox"/>	<i>Travel by High Speed Rail</i> <input type="checkbox"/>

Field Guide and Code Sheet

Auto Telephone Survey

MTC High Speed Rail Survey

Field Guide

*Respnun	Retrieval Survey Respondent #
Q2	Material Reception Confirmation
Q3	Replacement Materials Arrangement
Q4	Callback Time Arrangement
Type	Type of sample – auto or rail
Q5	Trip Recollection Confirmation
Q6	# Traveling in Party
Q6a	# of Adults
Q6b	# of Family Members
Q7	# Nights Away From Home
Q7a	Final Destination Confirmation
Modes	Specifies Region/Region Version of Survey Packet
Q8intro	Intro to Q8
Q1aAIR	Origin Airport:
Q1bAIR	Transportation to Airport
Q1cAIR	Length of Time to Airport
Q1dAIR	Cost to Get to Airport
Q1d-1AIR	Cost of Parking at Airport
Q1eAIR	Destination Airport
Q1fAIR	Transportation from Airport to Destination
Q1gAIR	Length of Time from Airport to Destination
Q1hAIR	Cost to get from Airport to Destination
Q1aCR	Origin Rail Station
Q1bCR	Transportation to Rail Station
Q1cCR	Length of Time to Rail Station
Q1dCR	Cost to get to Rail Station
Q1eCR	Destination Rail Station
Q1fCR	Transportation from Rail Station to Destination
Q1gCR	Length of Time from Rail Station to Destination
Q1hCR	Cost to get from Rail Station to Destination
Q10intro	Intro to Q10
Q2aHSR	Origin Rail Station
Q2bHSR	Transportation to Rail Station
Q2cHSR	Length of Time to Rail Station
Q2dHSR	Cost to get to Rail Station
Q2eHSR	Destination Rail Station
Q2fHSR	Transportation from Station to Destination
Q2gHSR	Length of Time from Station to Destination
Q2hHSR	Cost to get from Rail Station to Destination
Q11-1aCR	Origin Rail Station
Q11-1bCR	Transportation to Rail Station
Q11-1cCR	Length of Time to Rail Station
Q11-1dCR	Cost to get to Rail Station
Q11-1eCR	Destination Rail Station
Q11-1fCR	Transportation from Station to Destination
Q11-1gCR	Length of Time from Station to Destination
Q11-1hCR	Cost to get from Rail Station to Destination
Q13_EXA	Choice Exercise A
Q13_EXB	Choice Exercise B
Q13_EXC	Choice Exercise C
Q13_EXD	Choice Exercise D
Q14	# of Trips to Destination Region

Q15	# of Trips for Same Purpose
Q16a	# of Trips Using Air
Q16b	# of Trips Using Car
Q16c	# of Trips Using Rail
Q16d	# of Trips Using Bus
Q17	Age
Q18	# of People in Household
Q19	# of Minors in Household
Q20	# of People who work outside the home
Q21	# of Registered Motor Vehicles
Q22	Highest level of education
Q23	Current Job Status
Q24	Approximate total Income
Q26	Gender
R_resp	Recruit Survey Respondent #
fname	First name (this information not included in final data file)
lname	Last name (this information not included in final data file)
phone	Phone number
Ocounty	Origin county for surveyed trip
Dcounty	Destination county for surveyed trip
Purpose	Trip purpose
Version	Choice exercise version number
Lang	Language in which survey was conducted

Data Fields Imported from Recruit Survey

Rrespnum	Respondent #
RQ3	Any Auto Trips Made to Target Region
RQ4	Any Auto Trips Made to Other Target Region
RQ7	Destination City Originally Identified
Rcity	Where Survey Packet was Mailed to
Rzip	Zip Code Survey Packet was Mailed to
RQ10	If Address is Home Location
RQ10a	Intersection Near Home Location
RQ10b	Respondent's City of Residence if Different than "Rcity"
RQ10c	Respondent's Zip Code if Different than "Rzip"
RQ12	Date of Auto Trip
RQ13a	Destination: Place
RQ13b	Destination: Intersection or Street Address
Rdcity	Destination City: (Confirmed with Respondent)
RQ13d	Destination: Zip Code
Rdate	Date of Recruitment
Rog sequence	Original Sequence of Respondents in Date File
Rod version	Origin/Destination Version of Survey Packet
Rversion	Choice exercise version #

Code Sheet

- There were 2 versions of telephone survey questionnaire: an auto trip version and a rail version. For the most part, the basic questions on both version were the same. The field *Type* included a flag which indicates whether the record is an auto trip version (type = 0) or a rail version (type = 1). Additionally, the *Rrespnum* for the Rail questionnaires are numbered 5001 and over.
- This code sheet includes a summary of the question wording, refer to the actual questionnaire for complete question wording.

Q: Respnum

Q:Q2

Hello, my name is _____, and I'm calling from Corey Research.
May I please speak with _____?

I'm calling to follow-up on the survey we started on _____ [Recruit Day and Date]. When we spoke to you before, we told you we were going to mail you some survey materials in a large envelope with a red box that says "California High Speed Rail Survey". Do you have these materials handy or can you get them now?

- 1 Yes
- 2 No, misplaced
- 3 No, never received

Q:Q3

3. Can I arrange to send you some replacement materials?

- 1 Yes
- 2 No/Refused

Q:Q4

4. We will be re-sending you the survey materials in the next few days. We would like to call you back in about a week to collect your responses. Is [interview time] a good time to reach you?

Thank and discontinue.

[INTERVIEWER: Note that the material needs to be re-sent on your sample sheet. Also note the best time to call back respondent]

Q:Type

INTERVIEWER: Please indicate what type of sample you are working from -

- 0 Auto Recruit Sample (WHITE sample sheet)
- 1 Rail Recruit Sample (PINK sample sheet)

Q:Q5

5. As you may recall, we spoke to you about an automobile trip you made from your home to _____[destination city]. You told us that you traveled for the purpose of _____[purpose].

Do you recall this trip?

- | | |
|---|---|
| 1 | YES |
| 2 | NO / REFUSE (Thank and terminate interview) |

Q:Q6

6. On the trip you described to us, you indicated there were a total of _____
[NUMBER OF PERSONS IN PARTY] persons - including yourself - traveling in your party.

- | | | | |
|---|------------------------|---|--------------|
| 1 | One, just yourself | 6 | Six |
| 2 | Two | 7 | Seven |
| 3 | Three | 8 | Eight |
| 4 | Four | 9 | Nine or More |
| 5 | Five or more (specify) | | |
| 0 | DK/NA/Refused | | |

Q:Q6a

6a. How many, including yourself, were adults 18 years of age or older?

- | | | | |
|---|------------------------|---|--------------|
| 1 | One, just yourself | 6 | Six |
| 2 | Two | 7 | Seven |
| 3 | Three | 8 | Eight |
| 4 | Four | 9 | Nine or More |
| 5 | Five or more (specify) | | |
| 0 | DK/NA/Refused | | |

Q:Q6b

6b. In total, how many, including yourself, were family members?

- | | | | |
|---|------------------------|---|--------------|
| 1 | One, just yourself | 6 | Six |
| 2 | Two | 7 | Seven |
| 3 | Three | 8 | Eight |
| 4 | Four | 9 | Nine or More |
| 5 | Five or more (specify) | | |
| 0 | DK/NA/Refused | | |

Q:Q7

7. On this trip how many nights, if any, were you away from home?

- | | |
|---|----------------------------|
| 0 | None |
| 1 | One night |
| 2 | Two - Three nights |
| 3 | Four - Six nights |
| 4 | One week or more (specify) |
| 5 | DK/NA/Refused |

Q:Q7a

7a. On the trip that we are talking about, was _____[destination city]
your final destination*?

- 1 YES
- 2 NO (NOT final destination)

Q:Q7b

(If NOT FINAL DESTINATION on previous question, note details of trip and read Q7b)

7b. For the next few questions, we would like to get your reaction to a simple
roundtrip between your home and _____ [destination city].

Q:Modes

INTERVIEWER: Enter MODE VERSION number from your sample sheet.

- 1 AUTO, AIR, HIGH SPEED RAIL
- 2 AUTO, CONVENTIONAL RAIL, HIGH SPEED RAIL
- 3 AUTO, AIR, HIGH SPEED RAIL, CONVENTIONAL RAIL

As you may have noticed in the booklet we sent to you, we are trying to assess
reactions to various modes of travel. These include:

Automobile, Air, and

High Speed Rail* (which would be a bullet train between regions in California).

Q:Q1aAIR

(Question series 1a through 1h on page 3 in the mailed packet).

For the next few questions, assume that you were going to take an AIRPLANE to
make A TRIP LIKE THE ONE WE ARE DISCUSSING

1aAIR. Which AIRPORT do you think you would use to start your trip (from home)?

Northern California Airports

- 1 San Francisco (SFO)
- 2 Oakland (OAK)
- 3 Sacramento (SMF)
- 4 San Jose (SJC)

Central/S. Calif Airports

- 5 Fresno (FAT)
- 6 Los Angeles (LAX)
- 7 Bakersfield (BFL)
- 8 Burbank (BUR)
- 9 Modesto (MOD)*
- 10 Ontario (ONT)
- 11 John Wayne (SNA)
- 12 Long Beach (LGB)
- 13 San Diego (SAN)

Other Airports (Added)

- 15 Carlsbad/Palomar Airport
- 16 Inyokern Airport
- 17 Palmdale Airport
- 18 Palm Springs Airport
- 19 Visalia
- 20 Santa Barbara
- 21 Oxnard
- 22 Lake Tahoe

14 Other (specify other airport in Calif)

Q:Q1bAIR

1bAIR. How do you think you would get to that airport?

- 1 Drive and park
- 2 Rental Car
- 3 Get dropped off
- 4 Taxi/Shuttle
- 5 Bus
- 6 Train
- 7 Walk

- 8 Other (specify)
- 9 Don't Know

Q:Q1cAIR

1cAIR. About how long do you think it would take you to get to the airport you selected (a "best guess" estimate is fine)? ____ minutes

Interviewer: Type in '999' if Don't Know.

Q:Q1dAIR

1dAIR. About how much do you think it would cost to get to the airport (including fares, gas, etc. but not including parking or rental car costs)? \$_____

Note: Use Decimals in the amount above.

Interviewer: Type in \$999.99 if Don't Know

Q:Q1d-1AIR

1d-1AIR. About how much in total would it cost for airport parking? \$_____

Note: Use Decimals in the amount above.

Interviewer: Type in \$999.99 if Don't Know

Q:Q1eAIR

1eAIR. Which airport do you think you would fly into?

Northern California Airports	Central/S. Calif Airports	Other Airports (Added)
1 San Francisco (SFO)	5 Fresno (FAT)	15 Carlsbad/Palomar Airport
2 Oakland (OAK)	6 Los Angeles (LAX)	16 Inyokern Airport
3 Sacramento (SMF)	7 Bakersfield (BFL)	17 Palmdale Airport
4 San Jose (SJC)	8 Burbank (BUR)	18 Palm Springs Airport
	9 Modesto (MOD)*	19 Visalia
	10 Ontario (ONT)	20 Santa Barbara
	11 John Wayne (SNA)	21 Oxnard
	12 Long Beach (LGB)	22 Lake Tahoe
	13 San Diego (SAN)	
	14 Other (specify other airport in Calif)	

*Commercial flights are not available at Modesto airport

Q:Q1fAIR

1fAIR. How do you think you would get from that airport to your destination?

- 1 Drive and park
- 2 Rental Car
- 3 Get picked up
- 4 Taxi/Shuttle
- 5 Bus
- 6 Train
- 7 Walk
- 8 Other (specify)
- 9 Don't Know

Q:Q1gAIR

1gAIR. About how long do you think it would take you to get from the airport to your destination (a "best guess" estimate is fine)?

Interviewer: Type in '999' if Don't Know.

Q:Q1hAIR

1hAIR. About how much do you think it would cost to get from the airport to your destination (including fares, gas, etc. but not including parking or rental car costs)? \$_____

Note: Use Decimals in the amount above.

Interviewer: Type in \$999.99 if Don't Know

Q:Q1aCR

(Question series 1a through 1h on page 3 in the mailed packet)

For the next few questions, assume that you were going to use Conventional Rail (like Amtrak) for a trip like the one we are discussing.

1aCR. Which of the Conventional Rail station locations do you think you would use to start your trip (from home)?

Selected Station Locations (other stations may be specified)

San Francisco Bay Area

1 Chico

2 Davis

3 Santa Clara

4 Downtown San Jose

5 Salinas

6 Downtown Oakland

7 Oakland Airport

8 Fremont/Union City

9 Pleasanton

Central Valley

10 Sacramento

11 Stockton

12 Tracy

13 Modesto

14 Merced

15 Fresno

16 Bakersfield

31 Hanford/Visalia

Southern California

17 Palmdale/Lancaster

18 Sylmar/S. Fernando Vly

19 Downtown Burbank

20 Los Angeles (Union Station)

21 Norwalk

22 Anaheim

23 Irvine

24 East San Gabriel Valley

25 Ontario Airport

26 Riverside

27 Temecula Valley

28 Escondido

29 University City

30 San Diego

Conventional Rail (Added Stations)

33 Antioch

34 Auburn

35 Belmont

36 Berkeley

37 Denai (Turlock)

38 Emeryville

39 Folsom

40 Gilroy

41 Hayward

42 Lodi

43 Madera

44 Manteca

45 Martinez

46 Marysville

47 Millbrae/Daly City/San Bruno

48 Mt. View

49 Napa

50 Petaluma

51 Placerville

52 Reno

53 Richmond

54 Rocklin

55 Roseville

56 San Francisco

57 Santa Rosa

58 Suisun/Fairfield

59 Truckee

60 Vallejo

61 Wasco

62 Bishop

63 Camarillo

64 Chatsworth

65 Chino

66 Corona

67 Fullerton
68 Glendale
69 Long Beach
70 National City
71 Oceanside
72 Orange
73 Palm Springs
74 Pasadena
75 San Bernardino
76 San Juan Capistrano
77 Santa Ana
78 Santa Clarita
79 Simi Valley
80 Solana Beach
81 Ventura
32 Other (specify other station)

Q:Q1bCR

1bCR. How do you think you would get to that station?

- 1 Drive and park
- 2 Rental Car
- 3 Get dropped off
- 4 Taxi/Shuttle
- 5 Bus
- 6 Train
- 7 Walk
- 8 Other (specify)
- 9 Don't Know
- 0 Bicycle

Q:Q1cCR

1cCR. About how long do you think it would take you to get to the station you selected (a "best guess" estimate is fine)?

Interviewer: Type in '999' if Don't Know.

Q:Q1dCR

1dCR. About how much do you think it would cost to get to the station (including fares, gas, etc. but not including parking or rental car costs)?

Interviewer: Type in \$999.99 if Don't Know

Q:Q1eCR

1eCR. At which (conventional rail) station location do you think you would get off the train?

Interviewer - Type in Station Code:

Selected Station Locations

San Francisco Bay Area

- 1 Chico
- 2 Davis
- 3 Santa Clara
- 4 Downtown San Jose
- 5 Salinas
- 6 Downtown Oakland
- 7 Oakland Airport
- 8 Fremont/Union City
- 9 Pleasanton

Central Valley

- 10 Sacramento
- 11 Stockton
- 12 Tracy
- 13 Modesto
- 14 Merced
- 15 Fresno
- 16 Bakersfield
- 31 Hanford/Visalia

Southern California

- 17 Palmdale/Lancaster
- 18 Sylmar/S. Fernando Vly
- 19 Downtown Burbank
- 20 Los Angeles (Union Station)
- 21 Norwalk
- 22 Anaheim
- 23 Irvine
- 24 East San Gabriel Valley
- 25 Ontario Airport
- 26 Riverside
- 27 Temecula Valley
- 28 Escondido
- 29 University City
- 30 San Diego

Conventional Rail (Added Stations)

- 33 Antioch
- 34 Auburn
- 35 Belmont
- 36 Berkeley
- 37 Denai (Turlock)
- 38 Emeryville
- 39 Folsom
- 40 Gilroy
- 41 Hayward
- 42 Lodi
- 43 Madera
- 44 Manteca
- 45 Martinez
- 46 Marysville
- 47 Millbrae/Daly City/San Bruno
- 48 Mt. View
- 49 Napa
- 50 Petaluma
- 51 Placerville
- 52 Reno
- 53 Richmond
- 54 Rocklin
- 55 Roseville
- 56 San Francisco
- 57 Santa Rosa
- 58 Suisun/Fairfield
- 59 Truckee
- 60 Vallejo
- 61 Wasco
- 62 Bishop
- 63 Camarillo
- 64 Chatsworth
- 65 Chino
- 66 Corona
- 67 Fullerton
- 68 Glendale
- 69 Long Beach
- 70 National City
- 71 Oceanside
- 72 Orange
- 73 Palm Springs
- 74 Pasadena
- 75 San Bernardino
- 76 San Juan Capistrano
- 77 Santa Ana
- 78 Santa Clarita
- 79 Simi Valley
- 80 Solana Beach
- 81 Ventura
- 32 Other (specify other station)

Q:Q1fCR

1fCR. How do you think you would get from that station to your destination?

- 1 Drive and park
- 2 Rental Car
- 3 Get picked up
- 4 Taxi/Shuttle
- 5 Bus
- 6 Train
- 7 Walk
- 8 Other (specify)
- 9 Don't Know
- 0 Bicycle

Q:Q1gCR

1gCR. About how long do you think it would take you to get from the station to your destination (a "best guess" estimate is fine)? _____ minutes

Interviewer: Type in '999' if Don't Know.

Q:Q1hCR

1hCR. About how much do you think it would cost to get from the station to your destination (including fares, gas, etc. but not including parking or rental car costs)? \$_____

Interviewer: Type in \$999.99 if Don't Know

Q:Q10intro

Now I would like you to refer to the insert in the booklet we mailed to you that includes a map and station listing of the proposed High Speed Rail System. Please take a moment or two to review it.

(Question series 2a through 2h on page 3 in the mailed packet)

For the next few questions, assume that you were going to use High Speed Rail for A TRIP LIKE THE ONE WE ARE DISCUSSING.

Q:Q2aHSR

2aHSR. Which of the High Speed Rail station locations do you think you would use to start your trip (from home)?

Potential Station Locations

San Francisco Bay Area	Central Valley	Southern California
1 San Francisco	10 Sacramento	17 Palmdale
2 Millbrae (SFO)	11 Stockton	18 Sylmar
3 Palo Alto/Redwood City	12 Tracy	19 Burbank
4 San Jose	13 Modesto	20 Los Angeles
5 Gilroy	14 Merced	21 Norwalk
6 Oakland	15 Fresno	22 Anaheim
7 Oakland Airport	16 Bakersfield	23 Irvine
8 Fremont/Union City	31 Visalia	24 East San Gabriel Valley
9 Pleasanton		25 Ontario
		26 Riverside
		27 Temecula Valley
		28 Escondido
		10

29 University City
30 San Diego

32 Other (specify)

Q:Q2bHSR

2bHSR. How do you think you would get to that station?

- 1 Drive and park
- 2 Rental Car
- 3 Get dropped off
- 4 Taxi/Shuttle
- 5 Bus
- 6 Train
- 7 Walk
- 8 Other (specify)
- 9 Don't Know
- 0 Bicycle

Q:Q2cHSR

2cHSR. About how long do you think it would take you to get to the station you selected (a "best guess" estimate is fine)? _____ minutes

Interviewer: Type in '999' if Don't Know.

Q:Q2dHSR

2dHSR. About how much do you think it would cost to get to the station (including fares, gas, etc. but not including parking or rental car costs)? \$_____

Interviewer: Type in \$999.99 if Don't Know

Q:Q2eHSR

2eHSR. At which (High Speed Rail) station location do you think you would get off the train?

Potential Station Locations

- | | | |
|--------------------------|----------------|----------------------------|
| San Francisco Bay Area | Central Valley | Southern California |
| 1 San Francisco | 10 Sacramento | 17 Palmdale |
| 2 Millbrae (SFO) | 11 Stockton | 18 Sylmar |
| 3 Palo Alto/Redwood City | 12 Tracy | 19 Burbank |
| 4 San Jose | 13 Modesto | 20 Los Angeles |
| 5 Gilroy | 14 Merced | 21 Norwalk |
| 6 Oakland | 15 Fresno | 22 Anaheim |
| 7 Oakland Airport | 16 Bakersfield | 23 Irvine |
| 8 Fremont/Union City | 31 Visalia | 24 East San Gabriel Valley |
| 9 Pleasanton | | 25 Ontario |
| | | 26 Riverside |
| | | 27 Temecula Valley |
| | | 28 Escondido |
| | | 29 University City |
| | | 30 San Diego |
| | | 32 Other (specify) |

Q:Q2fHSR

2fHSR. How do you think you would get from that station to your destination?

- 1 Drive and park
- 2 Rental Car
- 3 Get picked up
- 4 Taxi/Shuttle
- 5 Bus
- 6 Train
- 7 Walk
- 8 Other (specify)
- 9 Don't Know
- 0 Bicycle

Q:Q2gHSR

2gHSR. About how long do you think it would take you to get from the station to your destination (a "best guess" estimate is fine)? _____ minutes

Interviewer: Type in '999' if Don't Know.

Q:Q2hHSR

2hHSR. About how much do you think it would cost to get from the station to your destination (including fares, gas, etc. but not including parking or rental car costs)? \$_____

Note: Use Decimals in the amount above.

Interviewer: Type in \$999.99 if Don't Know

Q:Q11-1aCR

(Question series 3a through 3h on page 4 in the mailed packet)

For the next few questions, assume that you were going to use Conventional Rail (like Amtrak) for a trip like the one we are discussing.

3aCR. Which of the Conventional Rail station locations do you think you would use to start your trip (from home)?

Interviewer - Type in Station Code:

Selected Station Locations (other stations may be specified)

San Francisco Bay Area

- 1 Chico
- 2 Davis
- 3 Santa Clara
- 4 Downtown San Jose
- 5 Salinas
- 6 Downtown Oakland
- 7 Oakland Airport
- 8 Fremont/Union City
- 9 Pleasanton

Central Valley

- 10 Sacramento
- 11 Stockton
- 12 Tracy
- 13 Modesto
- 14 Merced
- 15 Fresno
- 16 Bakersfield
- 31 Hanford/Visalia

Southern California

- 17 Palmdale/Lancaster
- 18 Sylmar/S. Fernando Vly
- 19 Downtown Burbank
- 20 Los Angeles (Union Station)
- 21 Norwalk
- 22 Anaheim
- 23 Irvine
- 24 East San Gabriel Valley
- 25 Ontario Airport
- 26 Riverside
- 27 Temecula Valley
- 28 Escondido
- 29 University City
- 30 San Diego

Conventional Rail (Added Stations)

- 33 Antioch
- 34 Auburn
- 35 Belmont
- 36 Berkeley
- 37 Denai (Turlock)
- 38 Emeryville
- 39 Folsom
- 40 Gilroy
- 41 Hayward
- 42 Lodi
- 43 Madera
- 44 Manteca
- 45 Martinez
- 46 Marysville
- 47 Millbrae/Daly City/San Bruno
- 48 Mt. View
- 49 Napa
- 50 Petaluma
- 51 Placerville

52 Reno
53 Richmond
54 Rocklin
55 Roseville
56 San Francisco
57 Santa Rosa
58 Suisun/Fairfield
59 Truckee
60 Vallejo
61 Wasco
62 Bishop
63 Camarillo
64 Chatsworth
65 Chino
66 Corona
67 Fullerton
68 Glendale
69 Long Beach
70 National City
71 Oceanside
72 Orange
73 Palm Springs
74 Pasadena
75 San Bernardino
76 San Juan Capistrano
77 Santa Ana
78 Santa Clarita
79 Simi Valley
80 Solana Beach
81 Ventura

32 Other (specify other station)

Q:Q11-1bCR

3bCR. How do you think you would get to that station?

- 1 Drive and park
- 2 Rental Car
- 3 Get dropped off
- 4 Taxi/Shuttle
- 5 Bus
- 6 Train
- 7 Walk
- 8 Other (specify)
- 9 Don't Know

Q:Q11-1cCR

3cCR. About how long do you think it would take you to get to the station you selected (a "best guess" estimate is fine)?

Interviewer: Type in '999' if Don't Know.

Q:Q11-1dCR

3dCR. About how much do you think it would cost to get to the station (including fares, gas, etc. but not including parking or rental car costs)? \$_____

Interviewer: Type in \$999.99 if Don't Know

Q:Q11-1eCR

Selected Station Locations (other stations may be specified)

San Francisco Bay Area

- 1 Chico
- 2 Davis
- 3 Santa Clara
- 4 Downtown San Jose
- 5 Salinas
- 6 Downtown Oakland
- 7 Oakland Airport
- 8 Fremont/Union City
- 9 Pleasanton

Central Valley

- 10 Sacramento
- 11 Stockton
- 12 Tracy
- 13 Modesto
- 14 Merced
- 15 Fresno
- 16 Bakersfield
- 31 Hanford/Visalia

Southern California

- 17 Palmdale/Lancaster
- 18 Sylmar/S. Fernando Vly
- 19 Downtown Burbank
- 20 Los Angeles (Union Station)
- 21 Norwalk
- 22 Anaheim
- 23 Irvine
- 24 East San Gabriel Valley
- 25 Ontario Airport
- 26 Riverside
- 27 Temecula Valley
- 28 Escondido
- 29 University City
- 30 San Diego

Conventional Rail (Added Stations)

- 33 Antioch
- 34 Auburn
- 35 Belmont
- 36 Berkeley
- 37 Denai (Turlock)
- 38 Emeryville
- 39 Folsom
- 40 Gilroy
- 41 Hayward
- 42 Lodi
- 43 Madera
- 44 Manteca
- 45 Martinez
- 46 Marysville
- 47 Millbrae/Daly City/San Bruno
- 48 Mt. View
- 49 Napa
- 50 Petaluma
- 51 Placerville
- 52 Reno
- 53 Richmond
- 54 Rocklin
- 55 Roseville
- 56 San Francisco
- 57 Santa Rosa
- 58 Suisun/Fairfield
- 59 Truckee
- 60 Vallejo
- 61 Wasco
- 62 Bishop
- 63 Camarillo
- 64 Chatsworth
- 65 Chino
- 66 Corona
- 67 Fullerton
- 68 Glendale
- 69 Long Beach
- 70 National City
- 71 Oceanside
- 72 Orange
- 73 Palm Springs
- 74 Pasadena
- 75 San Bernardino
- 76 San Juan Capistrano
- 77 Santa Ana
- 78 Santa Clarita
- 79 Simi Valley
- 80 Solana Beach
- 81 Ventura
- 32 Other (specify other station)

Q:Q11-1fCR

3fCR. How do you think you would get from that station to your destination?

- 1 Drive and park

- 2 Rental Car
- 3 Get picked up
- 4 Taxi/Shuttle
- 5 Bus
- 6 Train
- 7 Walk
- 8 Other (specify)
- 9 Don't Know

Q:Q11-1gCR

3gCR. About how long do you think it would take you to get from the station to your destination (a "best guess" estimate is fine)? _____ minutes

Interviewer: Type in '999' if Don't Know.

Q:Q11-1hCR

3hCR. About how much do you think it would cost to get from the station to your destination (including fares, gas, etc. but not including parking or rental car costs)? \$_____

Interviewer: Type in \$999.99 if Don't Know

Q:Q13intro

CHOICE EXERCISES

Now I would like you to again refer to the booklet we mailed to you. Page 2 (Introduction) introduces you to the booklet. Page 3 includes the questions we just asked you regarding taking this same trip by Air or High Speed Rail options.

Page 4 (How Would You Travel) introduces the "choice exercises" shown on the following pages. Pages 5 through 8 present four "choice exercises", with each exercise showing different options that you might have for traveling between your home and _____ (destination city).

Q:Q13_EXA

Please turn to page 5 of your booklet. This page is titled "Choice Exercise A". Please review the three options that are presented on this page. Remember we are interested in the specific trip we have been discussing (the one you took from your home to _____ (destination city).

3a. If these were the only options available to you, which option would you have selected for your recent trip? (Read responses, check one only).

- 1 Travel by Car
- 2 Travel by Air
- 3 Travel by High Speed Rail
- 4 Travel by Conventional Rail
- 5 Don't Know (Do not read)

Q:Q13_EXB

3b. Now please turn to page 6 of your booklet. This page is entitled "Choice Exercise B". Please review the three options that are presented on the page. If these were the only options available to you, which option would you have selected for your recent trip? (Read responses, check one only).

- 1 Travel by Car
- 2 Travel by Air
- 3 Travel by High Speed Rail
- 4 Travel by Conventional Rail
- 5 Don't Know (Do not read)

Q:Q13_EXC

3c. Now please turn to page 7 of your booklet. This page is entitled "Choice Exercise C". Please review the three options that are presented on the page. If these were the only options available to you, which option would you have selected for your recent trip? (Read responses, check one only).

- 1 Travel by Car
- 2 Travel by Air
- 3 Travel by High Speed Rail
- 4 Travel by Conventional Rail
- 5 Don't Know (Do not read)

Q:Q13_EXD

3d. Now please turn to page 8 of your booklet. This page is entitled "Choice Exercise D". Please review the three options that are presented on the page. If these were the only options available to you, which option would you have selected for your recent trip? (Read responses, check one only).

- 1 Travel by Car
- 2 Travel by Air
- 3 Travel by High Speed Rail
- 4 Travel by Conventional Rail
- 5 Don't Know (Do not read)

Q:Q14

TRIP FREQUENCY IN THE PAST SIX MONTHS

14. During the initial interview you mentioned that you made _____ (Q16 from sample) trips by any mode - car, airplane, train, etc. - from home to _____ (destination region) within the previous six months. Does that sound correct?

INTERVIEWER: Code in Q16 - TOTAL TRIPS from Sample^:

TOTAL TRIPS:

^ update this total if respondent indicates the number for the recruit survey is incorrect.

Q:Q15

15. How many of these trips were for the same purpose as the trip we have been discussing?

Total # of trips. (same purpose, same origin/destination)

Q:Q16a

16. Of these trips you took (for the same purpose), can you tell me how many were made by car, how many by air, how many by rail, and how many by bus? (Interviewer: Probe for each): And were those roundtrips by (air/car/rail/bus)?

Note: Include auto trip we have been discussing in counts below

Q16a: Air:

Q16b: Car:

Q16c: Rail:

Q16d: Bus:

(Interviewer note: On this question, we are assuming that each "trip" made by the respondent was a roundtrip using the same mode. That is, if the respondent took three roundtrips by air from San Francisco to Los Angeles in the past 6 months, the number shown for air should be 3. If, however, the respondent used a different mode to go down and back, you will need to indicate this by using decimal #s. Example: If a respondent took one trip from SF-LA in the past 6 months. On this trip the person took a bus on the trip down, and a plane on the way back, the number should be .5 for bus and .5 for air. This procedure will be reviewed with interviewers during the training session)

Q:Q17

17. Now to finish up, I would like to ask you a few questions for classification purposes only. All your responses will be kept strictly confidential. In which of these categories does your age fall?

(Read responses, select one only)

- 1 18 to 24 years old
- 2 25 to 34
- 3 35 to 44
- 4 45 to 54
- 5 55 to 64
- 6 65 to 74
- 7 75 and over
- 8 Refuse (DO NOT READ)

Q:Q18

18. Including yourself, how many people currently live in your household?

[INTERVIEWER: Type in '99' if DK/Refused]

Q:Q19

19. And how many of these people in your household are under the age of 18?

[INTERVIEWER: Type in '99' if DK/Refused]

Q:Q20

20. Including yourself, how many of the people in your household work outside the home, either on a full-time or part-time basis? (Note: Do not include "work from home" in this category)

[INTERVIEWER: Type in '99' if DK/Refused]

Q:Q21

21. How many registered vehicles, including cars, light trucks, or vans) are available to members of your household?

[INTERVIEWER: Type in '99' if DK/Refused]

Q:Q22

22. What is the highest level of education that you have completed?
(Read responses, select one only)

- 1 Some high school or less (Grade 1-11)
- 2 High school graduate or equivalent
- 3 Some college or technical school
- 4 College graduate
- 5 Graduate or Professional Degree
- 6 Refuse (Do Not Read)

Q:Q23

23. What is your current job status?
(Read responses, select one only)

- 1 Employed full-time*
- 2 Employed part-time*
- 3 Unemployed
- 4 Retired
- 5 Homemaker
- 6 Student
- 7 Other (specify) (Do Not read)
- 8 Refuse (Do Not read)

*include self-employed in these categories

Q:Q24

24. What was your approximate total annual household income before taxes last year (2004)? (Read responses, select one only)

- 1 Under \$5,000
- 2 \$5,000 - under \$25,000
- 3 \$25,001 - \$35,000
- 4 \$35,001 - \$50,000
- 5 \$50,001 - \$75,000
- 6 \$75,001 - \$100,000
- 7 \$100,001 - \$150,000
- 8 \$150,001 and over
- 9 Refuse (Do Not Read)

Q:Q25

25. Those are all the questions we have! Thank you so much for your help.
(If appropriate, add: Information from this survey will help shape
transportation planning decisions in California)

RESPONDENT COMMENTS:

Q:Q26

RECORD GENDER:

- 1 MALE
- 2 FEMALE

Q:R_resp# Recruit Respondent Number (r_resp#):

Q:Phone Phone Number

Q:OCounty

Southern California Targeted Regions

- 1 San Diego county (San Diego area)
- 2 Los Angeles county (LA area)
- 3 San Bernardino county (LA area)
- 4 Orange county (LA area)
- 5 Riverside county (LA area)
- 6 Ventura (LA area)
- 7 Kern county (Bakersfield area)

Northern California Targeted Regions

- 8 Tulare county (Tulare/Visalia area)
- 9 King county (Tulare Visalia area)
- 10 Fresno county (Fresno area)
- 11 Madera county (Fresno area)
- 12 Merced county (Merced area)

- 13 Sonoma county (SF Bay area)
- 14 Napa county (SF Bay area)
- 15 Solano county (SF Bay area)
- 16 Marin county (SF Bay area)
- 17 Contra Costa county (SF Bay area)
- 18 Alameda county (SF Bay area)
- 19 San Francisco county (SF Bay area)
- 20 San Mateo county (SF Bay area)
- 21 Santa Clara county (SF Bay area)
- 22 San Joaquin cnty (Modesto/Stockton)
- 23 Stanislaus cnty (Modesto/Stockton)
- 24 Sacramento cnty (Sacramento area)
- 25 Yolo county (Sacramento area)
- 26 Sutter county (Sacramento area)
- 27 Yuba county (Sacramento area)
- 28 Placer county (Sacramento area)
- 29 El Dorado county (Sacramento area)

Q:DCounty

Southern California Targeted Regions

- 1 San Diego county (San Diego area)
- 2 Los Angeles county (LA area)
- 3 San Bernardino county (LA area)
- 4 Orange county (LA area)
- 5 Riverside county (LA area)
- 6 Ventura (LA area)
- 7 Kern county (Bakersfield area)

Northern California Targeted Regions

- 8 Tulare county (Tulare/Visalia area)
- 9 King county (Tulare Visalia area)
- 10 Fresno county (Fresno area)
- 11 Madera county (Fresno area)
- 12 Merced county (Merced area)

- 13 Sonoma county (SF Bay area)
- 14 Napa county (SF Bay area)
- 15 Solano county (SF Bay area)
- 16 Marin county (SF Bay area)
- 17 Contra Costa county (SF Bay area)
- 18 Alameda county (SF Bay area)
- 19 San Francisco county (SF Bay area)
- 20 San Mateo county (SF Bay area)
- 21 Santa Clara county (SF Bay area)
- 22 San Joaquin cnty (Modesto/Stockton)
- 23 Stanislaus cnty (Modesto/Stockton)
- 24 Sacramento cnty (Sacramento area)
- 25 Yolo county (Sacramento area)
- 26 Sutter county (Sacramento area)
- 27 Yuba county (Sacramento area)
- 28 Placer county (Sacramento area)
- 29 El Dorado county (Sacramento area)

Q:Purpose

Pick up PURPOSE from Sample Sheet:

- 1 Business
- 2 Work Commute
- 3 Vacation/Pleasure/Recreation
- 4 Visit Friends or Relatives
- 5 Personal or family matters
- 6 Go to or from school
- 7 Other (specify)

Q:Version

Pick up VERSION # from Sample Sheet:

Q:Lang

LANGUAGE INTERVIEW CONDUCTED IN:

- 0 ENGLISH
- 1 SPANISH

Data fields from Recruit Survey

Q:RQ3

3. In the past six months, have you made any AUTO^ TRIPS from your home to a destination in Northern California?

^(includes cars, pick-ups, SUV's, but not motorcycles)

- 1 YES
- 2 NO / DON'T KNOW

Southern California Targeted Regions (Read list if necessary)

San Diego area (San Diego county)

Los Angeles area (counties: L.Angeles,San Bernardino,Orange,Riverside,Ventura)

Bakersfield (county: Kern)

Northern California Targeted Regions (Read list if necessary)

Tulare County/Visalia (counties: Tulare, King)

Fresno (counties: Fresno, Madera)

Merced (county: Merced)

San Francisco Bay (counties: Sonoma, Napa, Solano, Marin, Contra Costa,

Alameda, San Francisco, San Mateo, Santa Clara)

Modesto/Stockton (county: San Joaquin, Stanislaus)

Sacramento (county: Sacramento, Yolo, Sutter, Yuba, Placer, El Dorado)

Q:RQ4

4. Have you made any other auto trips outside the to another region in Northern California?

- 1 Yes
- 2 No / Don't Know

Southern California Targeted Regions (Read list if necessary)

San Diego area (San Diego county)

Los Angeles area (counties: L.Angeles,San Bernardino,Orange,Riverside,Ventura)

Bakersfield (county: Kern)

Northern California Targeted Regions (Read list if necessary)

Tulare County/Visalia (counties: Tulare, King)

Fresno (counties: Fresno, Madera)

Merced (county: Merced)

San Francisco Bay (counties: Sonoma, Napa, Solano, Marin, Contra Costa,
Alameda, San Francisco, San Mateo, Santa Clara)
Modesto/Stockton (county: San Joaquin, Stanislaus)
Sacramento (county: Sacramento, Yolo, Sutter, Yuba, Placer, El Dorado)

Q:RQ7

7. Can you please tell me (the city) where you went on your most recent auto trip (to destination area)?

City:

9. Would you spell your name and give me your home address or mailing address (so I can mail you the survey packet)?

Q:Rfirstname First name
Q:Rlastname Last name
Q:Rcity Mailing address
Q:Rzip Zip code

Q:RQ10

10. Is this address your home location?

1 Yes
2 No

Q:RQ10a

10. May I ask for an intersection near your home (cross streets) or your home address please.

Q:RQ10a a. Street Address or Intersection:
Q:RQ10b b. City:
Q:RQ10c c. Zip:

(Interviewer Note: If respondent refuses to give intersection, city, and zip, try for City at a minimum.)

Q:RQ12

12. Before we send you the survey materials, we would like to know a little more about your last auto trip from home to
(this was the city typed in on Q7)

May I ask the approximate dates of that last trip?

Dates are assumed to be in 2005

Q:RQ13a

13. Can you tell me the location of the destination in
(Destination) Place Name:

Q:RQ13b

Do you recall the address or street intersection where you went?
(Destination) Street Address*:

Q:RDCity

(Destination) City:

Q:RQ13d

(Destination) Zip: [Type in '00000' if don't know zip]

*If Street Address not available, record street names of intersections.

INTERVIEWER: Get as much information as possible. At minimum, record a city name.
Additional location information.

Q:Rdate

Date of recruitment.

Q:Rog sequence

Original sequence of respondents on data file.

Q:Rversion

Origin/destination version of survey packet mailed

Q:Rmodes

Identifies region-region version of survey packet mailed

MTC HSR

Response Rate Disposition for Auto Retrieval Telephone Survey

Didn't receive packet	15
Call back to complete (CBC)	5
Call back/not at home (CB/NAH)	78
Answering machine (AM)	182
No answer (NA)	50
Fax line (FAX)	4
Business (BZ)	6
Refusal (REF)	125
Wrong # (WRG)	41
Disconnected (DISC)	34
Not available during survey (NADS)	34
Interview terminated (TERM)	10
Not qualified (NQ)	29
Mailed back	23
	636
Completes	1508
TOTAL	2144

INTERVIEWER NAME: _____

**MTC (Metropolitan Transportation Commission)-High Speed Rail Survey - 2005
Recruit - Mailout - Retrieval Telephone Survey**

Interviewer Instructions

Project Overview: This project is a telephone survey for the Metropolitan Transportation Commission (MTC) under the sponsorship of the State of California. The questionnaire was developed in conjunction with MTC, Cambridge Systematics, and Corey, Canapary & Galanis Research. The information collected will help transportation planners to expand and improve travel options throughout California . One of the options under study is described below:

A high speed rail (HSR) system is being planned for intercity travel between California's major metropolitan centers. Trains would depart most stations one or more times per hour, and would operate at speeds that would provide a competitive travel time with air and auto. For example, the projected express travel time by HSR between Los Angeles and San Francisco would be about 2 hours, 35 minutes; between Los Angeles and Sacramento it would be about 2 hours, 10 minutes, and between Los Angeles and San Diego it would be just over one hour.

California's HSR would be similar in concept and features to the European and Japanese high speed rail systems which have been operating safely and reliably in other countries for many years.

Methodology

The methodology for this project is to do a telephone recruit of respondents, mail out of a survey packet, and conduct a telephone retrieval (with the respondent using the mail out as a reference for some of the questions asked).

Recruit Survey

- **Color of questionnaire = white**
- **Main objective is to attempt to recruit qualified respondents who agree to be mailed a survey packet and be called back for a follow-up retrieval survey.**
- **Specifics:**
 - **Recruit only respondents who are willing to provide their mailing address and participate in the retrieval survey.**
 - **Some respondents may say they are not rail transit (train) users and assume that they don't qualify for the study. Explain to respondents that this is a travel survey and is not just for rail (train) users.**
 - **Stress the look of the envelope that will be sent to respondents, so they recognize it when it arrives in the mail. It will be a large white envelope sent from Corey, Canapary and Galanis and will have "California High Speed Rail Survey Materials Enclosed" printed in Red on the front of the envelope.**
 - **Do not use commas in typing any of the responses to the recruit data questions. Commas cause problems in the conversion of the survey data. A sheet detailing abbreviations to be used will be given out at the training session.**
 - **Additional question specific detail will be provided during the training session.**

Mail Out

- **Color of mail out = various colors according to region visited.**
- **The main reason a mail out is necessary on this study is so that respondents can view the choice experiments grid, and accurately answer the questions related to the choice experiments.**
- **Specifics:**
 - **Included in the mailout are: Instructions, map of High Speed Rail system, questions about preferred High Speed rail stations and preferred airports, and choice exercises.**
 - **Names, addresses, cities, etc. are printed out on the mail out exactly as you type them in on the Recruit interview. Please use correct spelling and capitalization.**
 - **The specific procedure for explaining the choice experiment grid will be covered during the training session.**

Retrieval Survey

- **Color of questionnaire = yellow**
- **The retrieval survey will be used in conjunction with the mail out for the choice exercises attitudinal questions describing the same trip by air/high speed rail etc.**
- **Specifics:**
 - **The retrieval survey can only be completed with respondents who have the mail out packet.**
 - **Some respondents may have “answered” the questions on the mail out prior to our retrieval call. In some cases, you can take down their answers without having to read the entire text of the questions. For the choice experiments, it is important that you review how to read the grid with the respondent prior to recording their response.**

Gender Quota

Half of each interview’s work should be conducted with males and half with females. Please try to keep this in balance as you go along.

Sample/Sub Samples on this Study

The goal on this study is to recruit 1800 respondents who agree to complete the survey and to then complete retrieval interviews with 1500 of those recruited. The study is divided into nine (9) targeted regions as follows:

- San Diego regions: including County of San Diego “n”=200 recruited
- Los Angeles region : including Counties of Los Angeles, San Bernardino, Orange, Riverside “n”=200 recruited
- Bakersfield region: including County of Kern “n”=200 recruited
- Tulare region: including Counties of Tulare, Kings “n”=200 recruited
- Fresno region: including Counties of Fresno, Madera “n”=200 recruited
- Merced region: including County of Merced “n”=200 recruited
- Bay Area region: including Counties of Sonoma, Napa, Solano, Marin, Contra Costa, Alameda, San Francisco, San Mateo, Santa Clara “n”=200 recruited
- Sacramento region: including Counties of Sacramento, Yolo, Sutter, Yuba, Placer, El Dorado “n”=200 recruited

Authorization

Corey, Canapary & Galanis (CC&G) is working with Cambridge Systematics, Inc. on this project for the Metropolitan Transportation Commission (MTC), the High Speed Rail Authority and other governmental agencies. Our client contact is:

Ronald West, Cambridge Systematics, Inc.

(510) 873-8700

If a respondent questions the legitimacy of the survey or insists on speaking to someone from the client end you may provide Mr. West's phone number.

**Where appropriate you are at liberty to give respondent's CC&G's 880 number (800) 877-1201
Or main line (415) 397-1200**

If you do give out CC&G's number or Ron West's number please alert a supervisor.

NOTES:

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

MTC (Metropolitan Transportation Commission)-High Speed Rail Survey - 2005

Recruit - Mailout - Retrieval Telephone Survey

Additional Instructions For Explaining Choice Exercise

General Framework for Explaining the Choice Experiments

If Respondent Did Exercises Previously

Ask...(Prior to Q 3A)

Did you read through the **descriptions** of all **4** options for the (first) Choice Exercise and compare the (cost, travel time, frequency, etc.) options before selecting the mode of travel for your recent [PURPOSE of trip] between your home and [DESTINATION] to determine which one best met your specific needs for that trip?

If Respondent Did Not Do The Exercises Prior to Your Call

Read the following prior to asking Q3A:

In this section, we would like you to evaluate different potential transportation services that might be available in the near future for California traveler. These transportation services are based on both current and planned services. **Note that the travel options described in the exercises may have slightly different features than the services now being offered.**

To evaluate the transportation services, please consider your automobile trip **from**

to

In the exercises that follow, we will ask you to choose among several different transportation options for completing your trip. **Keep in mind that these are hypothetical scenarios.** These transportation options include:

- Travel by air
- Travel by High Speed Rail (HSR)
- Travel in a private auto, either driving alone or carpooling with others.

The following pages contain a series of four choice exercises, each one offering a choice among three different ways you could make the trip to the California destination you chose.

- **For each exercise please assume that the only available travel options are the three that are shown.**
- **And assume that the High Speed Rail option is operating and available to you, even though it doesn't currently exist.**
- **WE would like you to make a selection based on the features described in the exercises even though travel times and fuel costs for the car mode may vary due to traffic congestions and changes in fuel price per gallon. Air fares may also vary.**
- **Finally, please answer the questions as realistically as possible with the specific needs of your actual trip (number of persons traveling with you, luggage, time of day, etc.) from home to _____.**
- Please compare the options.

Now ask Q 3A